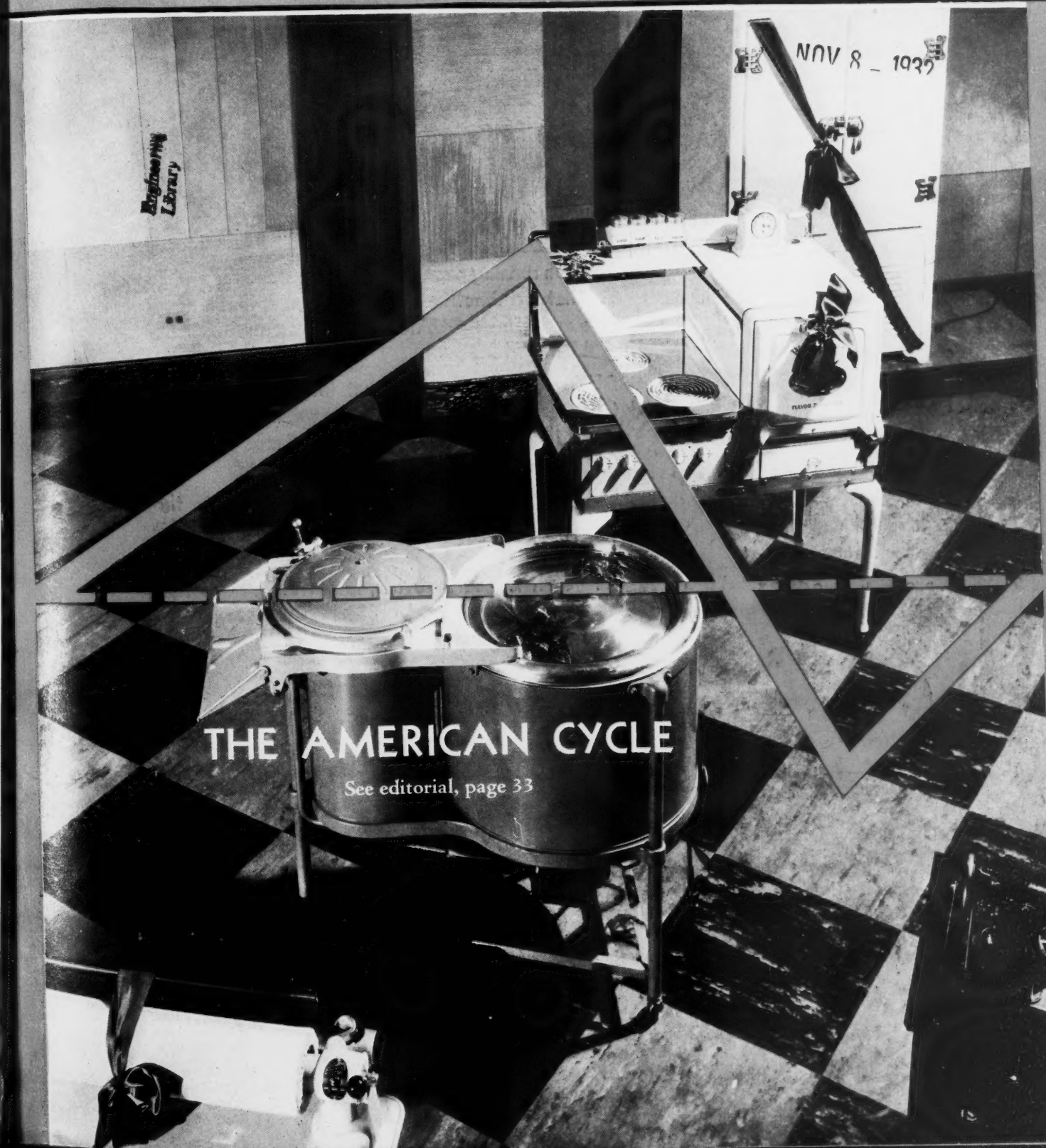


# Electrical Merchandising

McGraw-Hill Publishing Company, Inc.

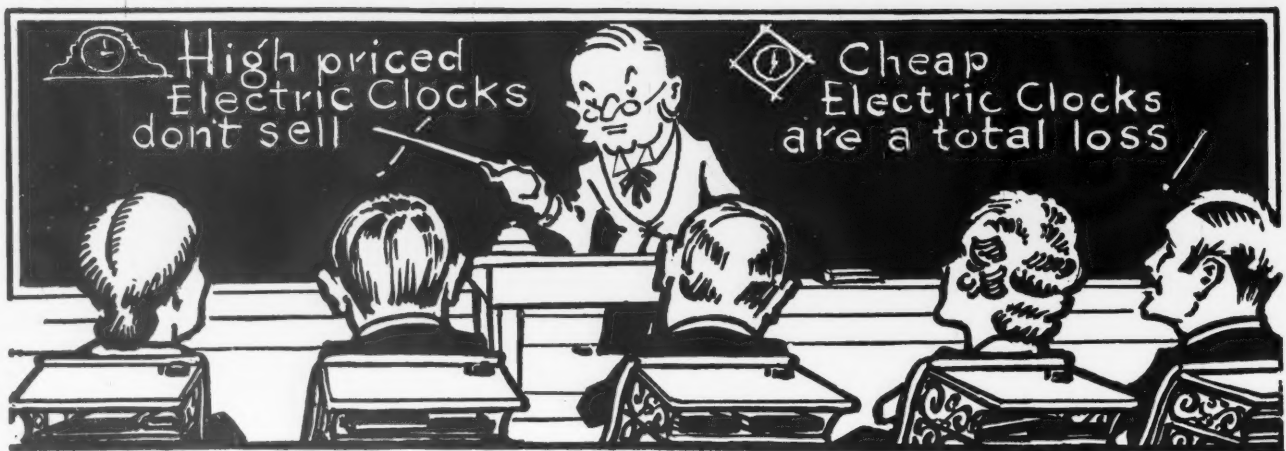
NOVEMBER, 1932

25 Cents per Copy

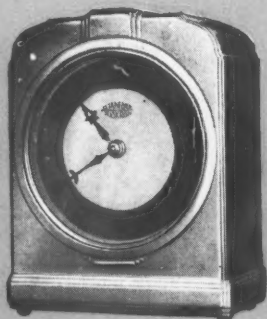


THE AMERICAN CYCLE

See editorial, page 33



## The Public has learned its Electric Clock Lesson!

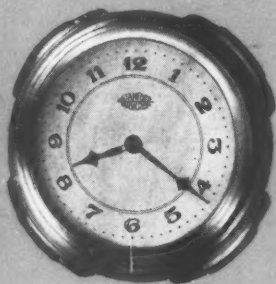


DUOkron Model No. 535. Keeps right on running in spite of current interruptions. Cast metal case in green, blue, ivory or red. Silver etched dial, high grade hands. Highest accuracy and quality with non-stop dual mechanism.

**\$4<sup>95</sup>**

DUOkron Model No. 536 Alarm

**\$6<sup>65</sup>**



DUOkron Model No. 545. Any kitchen would be proud to be timed by this non-stop clock. Artistic moulded case—green, blue, yellow or ivory. Silver etched dial. The outstanding value in wall clocks.

**\$5<sup>95</sup>**

THE PUBLIC NOW WANTS NON-STOP ELECTRIC CLOCKS! It wants an electric clock that will keep on running even if the current stops for a while ... that is distinctive in appearance ... that is accurate and FULLY GUARANTEED ... and REASONABLE IN PRICE!

DUOkron has produced what the public wants. It took 20 months of day-and-night work! It cost more than \$100,000! It meant rejecting 37 models before the right one was perfected!

But, it was worth it! For DUOkron brings to the public non-stop electric time-keeping at a price it is able to pay.

For you it is a fast-moving, low-inventory line that means consistent good profits! Write today for illustrated catalog of the complete DUOkron line!

# DUOkron\*

The **NON-STOP** electric clock that goes on when the current goes off!

#### STANFORD PRODUCTS

DAVID S. SPECTOR, President

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CHICAGO

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SAN FRANCISCO

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BOSTON

130 West 42nd Street  
NEW YORK CITY

Sales Representatives  
in Principal Cities

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## Letters

### "Prices"

To the Editor:

Frank Vanderlip, some years back, called us a nation of economic illiterates. In the attempt to prove him wrong we bought a book or two on the principles of economics. Then after reading the first two or three chapters, which usually covers the subject of demand and supply, we relegated the book to our book-shelf, or if we happened to be very generous passed it along with hearty admonition to our suffering friends.

The book taught us exactly what we wanted to know, that if we lower our prices we will sell more. Some have figured out the exact ratio. Of course, we admit that our formula goes wrong every once-in-a-while—by which we mean most of the time—this, however, is not the fault of the formula but of the present economic condition, which never has been paralleled heretofore, regardless of whether we are in a state of prosperity or depression.

However, there are some among us who have learned that the selling price is the value the buyer places upon the merchandise offered; and that the selling price is not the sum total of costs and profits. Therefore, when we advertise merchandise at a comparatively low price, this merchandise in the buyer's opinion is considered of lower value than merchandise of the same kind, but which is offered at a higher price. The buyer forms this opinion even if he is capable of discrimination.

On the other hand, there are too many of us, especially in the merchandising field, who labor under the impression that prices must be met regardless of quality.

Your editorial in the October issue of *Electrical Merchandising* is the first I have seen that bares the whole subject of price in such a manner that every business man should understand it.

Very truly yours,

FREDERICK H. LEDER,  
The Cleveland Heater Co.  
Cleveland, Ohio

# Electrical Merchandising

VOL. 48

No. 5

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# FREE

**2 OF THESE  
EVEREADY CANDLES  
WITH EACH ORDER OF 4**  
(offer expires Dec. 15, 1932)



*Eveready Electric Candle No. 1654. Ribbon marking on case covered by registered trade-mark. Through the generous offer of 2 with 4, they cost you only about 66¢ apiece!*

RIGHT NOW, at Christmas time, when the Eveready Candle is so popular as a gift—when it will sell by the thousands—we're giving you two with every four!

**\$6 worth of Candles for \$4**

It sounds too good to be true. But here is the offer: Buy four of the No. 1654 Candles, and you get two more free! (The offer expires December 15, 1932.)

There is no quantity-limit to this deal. The more Candles you buy—the more you get free. Don't pass up this opportunity! Stock up on these Eveready Candles in time for the Christmas trade. With their popularity as gifts, and their low cost to you because of the generous offer,

you'll make money hand over fist! *Mail the coupon on the opposite page today.*

**Why the Eveready Candle is so popular**

At Christmas, every one wants a light in the window. The Eveready Candle is safe for that! *It can't start a fire.* After Christmas, the Candle is perfect for the telephone-stand; night-table; nursery; dressing-table; buffet; bookcase; hall-table; and a score or more of places. The Eveready Candle lights when you pick it up. Goes out when you put it down. (People are fascinated by it!) A stay-on light is possible too.

NATIONAL CARBON COMPANY, INC.

General Offices: New York, N. Y.

Branches: Chicago New York San Francisco

Unit of **UCC** and Carbon Corporation

## MAIL THIS COUPON



NOVEMBER, 1932

# Electrical Merchandising

*Established 1916*

Mc-GRAW-HILL PUBLISHING COMPANY, INC.

L. E. MOFFATT,  
*Editor*

## *The American* CYCLE

“YOU never know in this business where you stand until you have gone through the great American cycle,” remarked my friend the appliance dealer.

“And what,” I asked, “is the great American cycle?”

He drew it on a sheet of paper like this—No dates, no figures—  
just the line up, the drop down and the recovery.



“The line begins about ten years ago,” he continued, “and we reached our peak two years ago. We accumulated profits during that peak that have carried us past the low point in the cycle. That is where so many small businesses have failed. Their operation was predicated on a continued profit and volume. Now, having passed the low point, we are on our way up again. Not very far, it is true, but enough to make a difference. Besides, we believe the line will keep on rising.

“There’s a reason, of course. A large part of our business during prosperous times was done with mechanics, factory operatives, railroad men—all that class of workers that have been hit the hardest. And we haven’t sold them anything to speak of for two years. They always bought on instalments. As things stand at the present time, however, they have paid out their accounts or the instalment goods have been reverted. Either way, you see, they are clean. And just as soon as they can see any reasonable stability in their earnings they are coming back into the market. Their credit will be based on their earning power as in the past—and it will be good. In turn, these purchases will create a large amount of instalment credit. It’s the cycle again.

“We will have stiff competition for this business but we are used to that. The point is that an old source of business will be reopened and we will get our share.”

As an expression of sane optimism I think my dealer friend has written a good editorial.

EDITOR

# *This* Month *as the Editors*

STAR  
CHAMBER

*A note on the recent meeting of the  
Electrical Merchandising Joint  
Committee*

NEW YORK, N. Y.  
OCTOBER 4, 1932

D. F. KELLY, PRES  
THE FAIR  
CHICAGO

FROM YOU AS CHAIRMAN ELECTRICAL MERCHANDISING JOINT COMMITTEE I REQUEST THE PRIVILEGE OF ATTENDING AS OBSERVER YOUR MEETING FRIDAY STOP I UNDERTAKE TO REGARD ALL PROCEEDINGS AS CONFIDENTIAL PRINTING NO COMMENT OR ONLY SUCH COMMENT AS SHALL BE SUBMITTED AND APPROVED BY YOU FOLLOWING OUR REGULAR PRACTICE WITH REGARD TO ALL SUCH MEETINGS STOP I AM CONSTRAINED TO ASK YOUR SPECIFIC INVITATION BECAUSE C. E. GREENWOOD NATIONAL ELECTRIC LIGHT ASSOCIATION INFORMS ME THAT THE MEETINGS OF YOUR COMMITTEE ARE EXECUTIVE DELIBERATIONS FROM WHICH OBSERVERS REPRESENTING PRESS OF ALL INTERESTED TRADES ARE EXCLUDED STOP CANNOT REGARD MR. GREENWOOD'S STATEMENT AS REPRESENTING THE VIEWPOINT OF YOUR COMMITTEE STOP BECAUSE I HOPE TO LEAVE WEDNESDAY FOR CHICAGO MAY I ASK THAT YOU WIRE ME RETURN COLLECT STOP I AM WIRING COPY THIS INQUIRY TO MR. J. F. OWENS.

L. E. MOFFATT EDITOR  
ELECTRICAL MERCHANDISING

CHICAGO, ILL.  
OCTOBER 4, 1932

L. E. MOFFATT, EDITOR  
ELECTRICAL MERCHANDISING  
NEW YORK, N. Y.

REPLYING YOUR WIRE WE BELIEVE FULL AND FRANK EXPRESSION OF OPINION BOTH SIDES CAN ONLY BE HAD WHEN MEETINGS ARE CONSIDERED EXECUTIVE SESSIONS STOP WE CANNOT CONSISTENTLY ADMIT YOU WITHOUT DISCRIMINATING AGAINST REPRESENTATIVES OF OTHER TRADE PUBLICATIONS AND PUBLICITY MEN IN GENERAL WILL FULLY ADVISE YOU AFTER THE MEETING AS TO WHAT WAS ACCOMPLISHED.

D. F. KELLY

OKLAHOMA CITY, OKLA.  
OCTOBER 4, 1932

L. E. MOFFATT, EDITOR  
ELECTRICAL MERCHANDISING

MATTER OF YOUR ATTENDANCE AT MEETING SHOULD BE DECIDED BY D. F. KELLY STOP PERSONALLY I AM OF OPINION THAT NO PRESS REPRESENTATIVE SHOULD ASK NOR EXPECT ATTENDANCE STOP THIS IS PURELY A VOLUNTARY ORGANIZATION AND ATTENDANCE OF PRESS REPRESENTATIVES MIGHT RESTRICT FREEDOM OF DISCUSSION.

J. F. OWENS

To supplement these telegrams, it is necessary to state that up to the time of going to press, in spite of repeated inquiry at the office of Dr. Kenneth Dameron, executive secretary, we have not been "fully advised." In fact, no report of any nature has been forthcoming.

OUR interest in attending the meeting was due to a publicity release from Dr. Dameron in which he disclosed the following:

"The major part of the program is concerned with merchandising problems and trade relations.

"Harry F. Cappel, past president of the National Retail Furniture Association will lead a discussion on present day problems in merchandising of electrical appliances. He will call attention to the factors retarding market stability and review the necessity for a better selection of dealers on the part of manufacturers. A discussion on financing the consumer in the purchasing of electrical appliances will be led by W. R. Putnam, Electric Bond and Share Company, N. Y. Mr. Putnam will call attention to methods of financing consumers as a factor in the market development. A discussion of retailer-utility cooperation will be conducted by Frank W. Smith, President of the New York Edison Company. Cooperation as an aspect of sales coordination will be emphasized.

The testing of electrical appliances is proving to be one of the most important problems coming before the meeting. Preston S. Miller, president of the Electrical Testing Laboratories, New York, will discuss this subject."

The release further quoted D. F. Kelly, Chairman and President of The Fair, Chicago and President O'Connell, President of the N.R.D.G.A. on quality standards for appliances and on the question of servicing.

Other topics named to come before the meeting were utility merchandising legislation; segregation of accounts by utilities; and the responsibility of the Electrical Merchandising Joint Committee in the development of constructive merchandising policies.

Now, these are all matters to which this publication has devoted much editorial space which has called forth a large correspondence from interested readers in all parts of the country; further, the issues were to be discussed by leading men in this industry. Except for the misleading survey figures made public by Dr. Dameron, nothing had been heard from the Committee since the statement of Merchandising Procedure accepted by the Committee at Atlantic City, June 9, 1931. Therefore,

*Electrical Merchandising, November, 1932*



# See IT . . . . .

the program promised much, and the editor of *Electrical Merchandising* felt it would be a good thing to attend, and if it were fitting, write about it. He made a mistake that time, however, as the foregoing telegrams show.

**N**OW what, if anything, does printing all this mean? Does it mean that the editor is sore because he couldn't sit all day in a stuffy room and listen to these magnates talk? Not on your life!

There are three reasons why we are printing this exchange of telegrams. First, because they belong in the meagre record of the Joint Electrical Merchandising Committee. A record which includes such other gracious acts as omitting (when the committee was formed) to invite a representative of the Association of Electragists to membership.

The second reason is to register the fact that the press as a whole is shut out of these sessions. Let us look for a moment at this matter of the trade press. There are a lot of people who dismiss it as a factor of no influence. The truth is that the very situation that called the Joint Committee into being was brought about by a hostile trade press. If the hardware papers had not made a national issue of the local irritations of their trade in its relations with the power and gas companies, there would be no occasion for a committee to create harmony and peace among these groups. Now, these hardware editors are sincere and open minded men. We openly disagree with many of their conclusions, but we maintain that if they are to be convinced of the ethical and constructive purpose of the utilities and in turn to pass on that conviction to the trades which they worthily represent, then they will have to be treated with openness and candor on the part of a high committee on trade relations. Our chief reason, therefore, is to challenge the idea of any star chamber proceedings on such vital matters as this committee was organized to deal with.

The Joint Committee is made up of top executives. The commercial and merchandise managers of the power in-

dustry have no part in it. But in the eighteen months since the Joint Committee was formed it has been utility commercial men and dealers who have brought about a changed condition in trade relations. The commercial section and the refrigeration bureau during that time have made substantial progress in creating, in all the trades selling appliances, a friendlier spirit of working together. And they have succeeded, because they have worked in the open. The commercial men know one thing their bosses have not yet learned: that closed doors always engender suspicion.



**BIG BLACK BAG**

H. H. "Kelly" Courtright, president, Valley Electrical Supply Company at Fresno, Cal., found that it was hard to keep refrigerator salesman busy during the winter months, thought of stuffing a black bag with a lot of small electrical gadgets and keep the men on their rounds. It works. (See Col. 3).

## BIG BLACK BAG

H. H. "Kelly" Courtright, fountain head of merchandising ideas and dealer cooperation, has been at it again. And when "Kelly" has been at it, the results are breath taking. H. L. Hampton, his right hand bower when it comes to research and the like, spent many nights working up estimates on the value of every appliance in terms of kilowatts consumed per year. Carl Wolf, his technical staff and engineer, translated these to charts. J. U. Berry, his display department and advertising man, concocted a display and then Courtright brought in the troops. The troops in this case were the employees of the San Joaquin Light & Power Corp., of which Courtright's Valley Electrical Supply Co. is the merchandising good right arm. The story is a long one and deserves a feature in a later issue, but suffice to say now that one feature of it will make some merchandising history.

Cooperating refrigerator dealers find it hard to keep a salesman during the winter season. Refrigeration sales drop off sharply when the high heat of summer in the San Joaquin valley tapers off. Training, contacts, the results of a summer of sales work, are lost if the man must be laid off. Next year he may be somewhere else.

To give the refrigerator salesman a means of keeping going during the winter, maintaining his contacts with prospects, and at the same time doing some good for himself and the industry, a black bag is provided him, for one hand, and an illuminator indirect floor lamp for the other, and he is on his way to his old contacts, bringing the appliance store to them, rather than waiting for the customers to come to the appliance store.

In the bag are a surprising list of items. They include an illuminated house number, a door chime, a heating pad, a kitchen lighting unit, a yard light, an automatic toaster, a lightweight iron, lamp kits, pamphlets, order blanks and either a small radio set, a portable heater or a mixing machine as the *piece de resistance*.

## THE ELECTRAGISTS AT KANSAS CITY

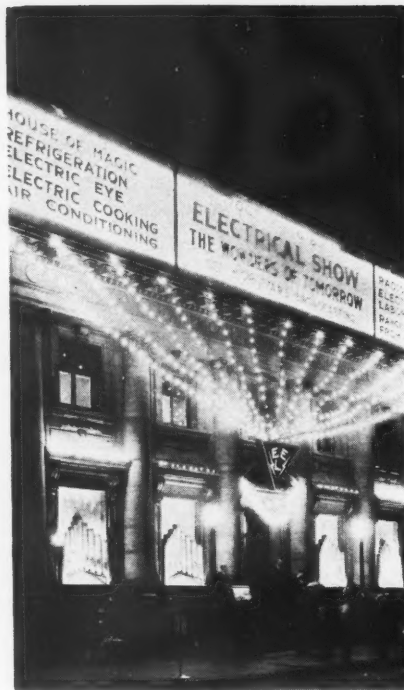
**T**HE Association of Electragists, International, meeting at Kansas City, Mo., recently, turned back the calendar 31 years and by unanimous vote adopted their old organization name—The National Electrical Contractors' Association. The Electragist trademark will be retained for use with association title as identification of membership.

To their problems the contractors brought much intelligent discussion,

paved the way for the settlement of many harassing industry disputes. President L. E. Mayer pointed out the dangers of accepting work at ruinously low prices despite retarded building volume and scored the tendency to slacken wiring standards. The trade policy committee, under the chairmanship of J. A. Fowler, proffered a plan calling for support from N.E.L.A., N.E.M.A., N.E.W.A., and N.E.C.A. Specifically, the plan urged industry unity on problems of distribution, market development, sub-standard goods, credit abuses and the maintenance of the National Electrical Code (for full report see page 54). W. R. Herstein, retired wholesaler of Memphis, Tenn., outlined clearly the problems of industry distributing channels with special reference to the place of the contractor-dealer (see page 55).

To merchandising problems, Robert J. Nickles, Madison, Wis., brought the special report of his merchandising committee.

Wise does *Electrical Merchandising* believe the suggestions of Electragist Nickles and his able committee anent the competitive situation in appliance merchandising. Too much publicity has, in the past, been given to general recitals of malpractice by all groups engaged in the selling of electrical appliances. Questionable, certainly, is the amount of lasting good that can come from national discussions of these industry ills. More feasible is the belief of the Electragists that since all groups in the industry are interdependent, most good can come from local, state-by-state, and community-by-community analyses of appliance selling problems and sore spots. Correct, too, is the Electragist assumption that since utilities and contractor-dealers are more closely related than any other groups engaged in appliance selling, they should take the leadership in market development work which will present to the consuming public a picture of the



#### NEWARK SHOW

*65,000 people flocked to the show held by the Essex Electrical League. Exhibitors had a thousand tickets a piece to hand out. The others paid two bits.*

electrical appliance industry working smoothly together in the promotion of greater electrical merchandise sales, rather than the too prevalent internecine squabbles which now reach consumers through the press and by word of mouth. For more complete analysis of Electragist Nickles' findings, see page 52.

#### SHOW SEASON

WITH October already history, November just over the threshold, the electric and radio fall show season

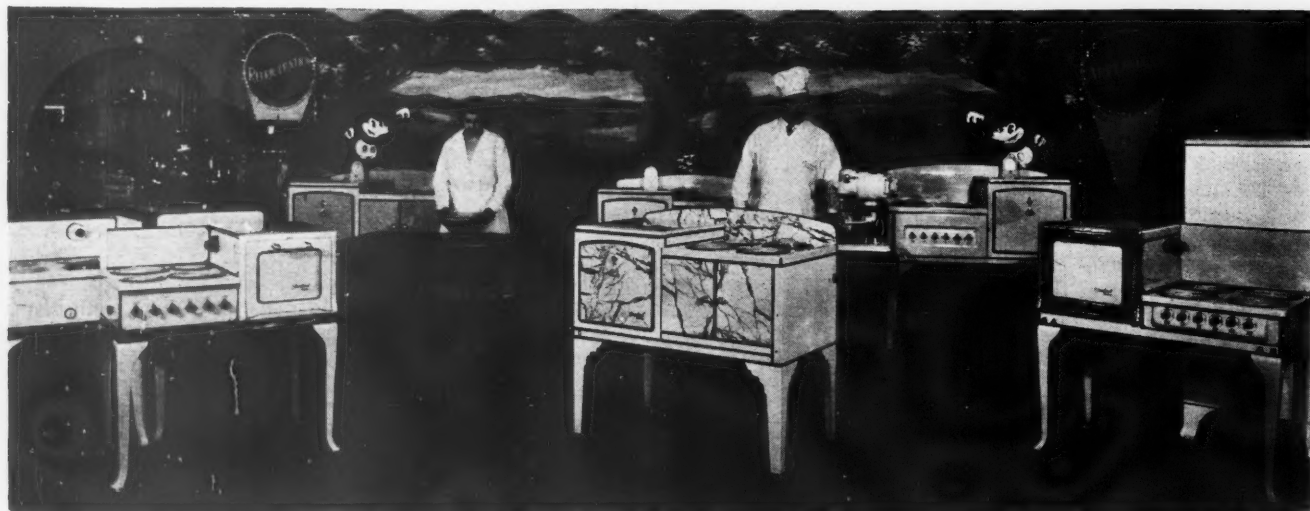
is once more with us. Notably absent was New York's usual electric and radio world's fair, originally planned by the Madison Square Garden Corporation, later abandoned. The electrical trade show, however, was held during the week of October 17 at the New Yorker Hotel.

Philadelphia went over the top in a six-day exhibit which attracted some 60,000 people to the Municipal Convention Hall. According to George R. Conover, manager, Philadelphia's Electric Association, which sponsored the show, the exhibitors' space this year was reduced 20 per cent below last year's cost, and an agreement made with exhibitors that any profits accruing would be turned back to them. As a consequence, exhibitors will receive approximately 20 per cent of their charge from the show profits, representing a 40 per cent reduction in cost of the exhibit over a year previous.

Unique was the built-in demonstration of domestic air conditioning equipment. A three-room house of actual size was rigged up with air conditioners and demonstrations given to thousands of people of the right and wrong of indoor weather for both winter and summer.

At Chicago, where the last game of that disastrous World Series was still in progress, Commonwealth Edison Company put on their Autumn Electric Refrigeration Show, entertained some 5,000 people the first day. On that day from 400 to 700 names were obtained for follow-up, 170 definite leads put on cards and 7 refrigerators sold off the floor, which is indicative of the business getting value of an exhibit of this kind.

A uniform background and windows for the 14 exhibitors ("Looking Like a Million Dollars and Costing Ten Cents" said E. D. Edkins, Electric Shop chief) were a feature of this year's exhibit. Musicians trundled their pianos about and wooed the crowds consecutively from each booth, their coming being press-agented by an enunciator system.



#### PHILADELPHIA EXHIBIT

*Electric ranges are playing a big part in Philadelphia's merchandising plans this year. The Electrical Association show, biggest yet, had many range exhibits like the one above.*



Half pages in Chicago newspapers and announcements over radio stations of WENR were used to inform the public that the show was on. This plus 14 windows were Commonwealth Edison's part in telling the public of its annual feature. Radio scattered all over the floor capitalized on the end of the pennant race by broadcasting the baseball games.

#### At Newark

**T**HE second annual Electrical Show held under the auspices of the Essex Electrical League, which carried the slogan "The Wonders of Tomorrow," was held at Newark, N. J., from October 1st to 8th.

A committee consisting of James H. Stapleton, Frank D. Pembleton, Frank A. Hickey, and H. S. Stratton, were responsible for the conduct of the show which was opened by Harold P. Litchfield, president of the League.

Probably the most prominent attraction was the crystal studio from which WOR broadcast several times daily throughout the week. A public address system was installed throughout the building enabling those examining exhibits, as well as the interested listeners seated before the crystal studio, to hear the programs.

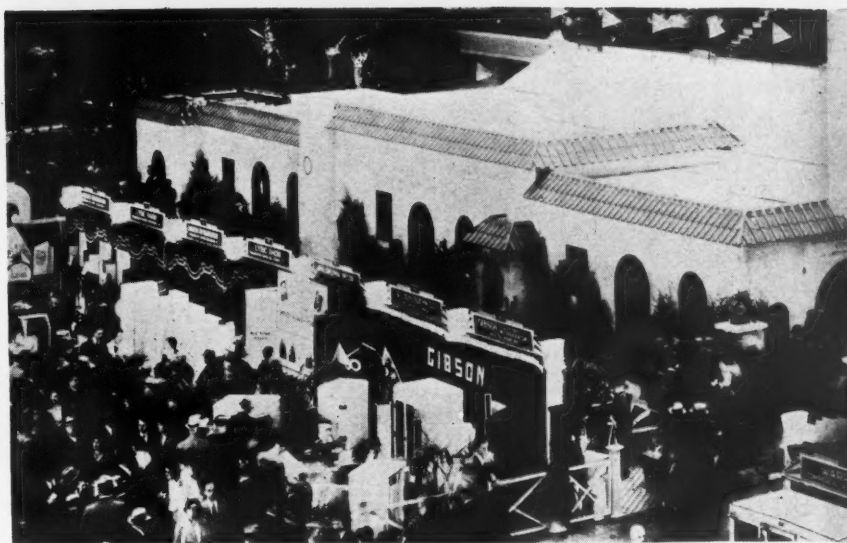
Women's Clubs, pupils from public schools and other groups were made welcome at the Show at various times and as they were admitted without ticket it was very difficult to estimate the total attendance. Mr. Stapleton believes a total of at least 65,000 were there during the seven days.

The committee after careful consideration of the best method of handling the admission problem decided it was of first importance to attract as many to the Show as possible and therefore issued to each exhibitor 1000 tickets with each 10 x 10' booth, to be distributed as they saw fit, and non-ticket holders were admitted for the nominal sum of 25 cents. This plan which was also used last year, proved most satisfactory.

### CHICAGO DRIVES AGAINST SUB-STANDARD CORD

**F**OLLOWING up the action of the National Electrical Manufacturer's Association Cord Group in their attempts to bring about the universal use of flexible cord bearing an Underwriter's label to identify it as approved cord, Chicago has recently launched a campaign to eliminate sub-standard cord in that territory. To C. K. Criegee, chief inspector, Chicago Electrical Bureau, the drive was necessary to combat the growing number of fires, accidents due to the use of inferior, shoddy cord.

The attack is being centered upon educational work with retail outlets, the public, to make it apparent, at the buying consuming ends, the hazards arising



#### PHILADELPHIA'S AIR-CONDITIONED HOME

*Philadelphia's showmen were shrewd when they built this home, equipped it as a demonstration of all kinds of air-conditioning. Focal point of public interest, it did much to educate the people to the importance of conditioned air for the small home.*

from the use of inferior cord. Five of the most experienced inspectors have been assigned to the job and the city divided into six zones, all of which will be canvassed. Soon it is hoped to complement this original, educational work with radio broadcasts, feature articles in the newspapers, other forms of publicity. Gradually, it is said, the work on flexible cord will be expanded to include electrical appliances, and the re-inspection of Chicago's wired buildings.

Minneapolis, Kansas City, Philadelphia are expected to follow suit in the near future.

### GRABBING THE FUEL OIL MARKET

**A**BOUT one million families in the United States use some form of an oil burner to heat their homes. Unimportant at first, the consumption of fuel oil for domestic heating has risen gradually during the ten years in which oil burners have been sold until today it runs close to two billion gallons per year. Second only to the automobile industry as a market for petroleum, this two billion gallon yearly consumption of oil for domestic heating is attracting the very decided attention of the major oil producers.

The latest move to capture the domestic oil heating market has been made by Standard Oil of New Jersey. In return for long-term fuel contracts from owners of oil burners, they are offering a premium in Washington, Baltimore, and Virginia, in the form of "free service" to the home owner. To this practice has come organized opposition, vigorous counter-attacks from both the directors of the American Oil Burner Association and from the Oil Burning Council of

the Merchants & Manufacturers Association, an organization which at present is organizing Washington dealers against the "free service" practice. Supporting the Washington dealers in their fight against the practice, which, they claim, will force many of them out of business, are independent fuel distributors and leading manufacturers.

Said Arthur W. Clark, managing secretary of the Dealer Division of the A.O.P.A.: "The oil burner industry frowns on the plan of any one service organization attempting to render satisfactory service on all makes of oil burners. Oil burner dealers actually sell automatic heat and are, therefore, much concerned in all of the things that the users of the burners have to deal with that have any direct bearing on satisfactory automatic heat. While the oil burner industry wants all of the fuel companies to win their fair share of this promising business, it does not intend to stand by and permit itself to be dismembered in a battle between giants."

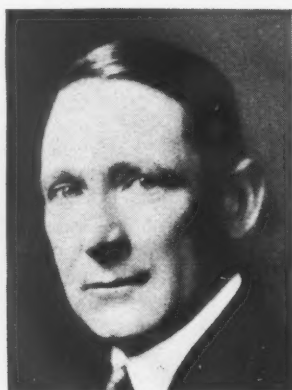
To the Washington dealers the situation is already acute. A newspaper advertising campaign has been started warning the public "not to be deceived" by the proposals of oil companies seeking more fuel oil gallonage in Washington, Baltimore and Virginia. Said Thomas A. Walsh, spokesman for Washington dealers: "It isn't as though any of us had tried to shut out the Standard Oil Company from getting its share of the fuel oil business. In fact that company already enjoys a very lucrative turnover. But it wants more, and, to get it, it has resorted to a practice which is unsound business and a practice which is designed to injure the burner dealer and place the oil burner owner at the mercy of a large impersonal organization whose main purpose is to sell only fuel."

## Electrical Men in the Month's News



**Donovan**

Formerly of the Refrigeration Department, now manager of the Air Conditioning Department of General Electric, J. J. "Joe" Donovan recently added to his responsibilities when he was elected a director of the American Oil Burner Association.



**Drury**

Walter Drury joined the Western Electric Company in 1904 and is now a member of the board of directors of Graybar Electric Company. He is a past president of the New York Electrical Association. His latest job is chairman of the National Electrical Wholesaler's Association.



**Tritle**

Vice-president and general manager of the Westinghouse Electric & Manufacturing Company, J. S. Tritle has been elected to succeed John H. Trumbull as president of the National Electrical Manufacturers' Association. His election took place at the annual meeting.



**Moon**

The record Verne H. Moon made as sales manager of the Pacific Power & Light Company, Portland, O., probably had something to do with his recent appointment as director of commercial activities for the receivers of the Middle West Utilities Company.

### JORDAN TO APEX

CAR owners, fanciers will remember the Jordan "Playboy," a dashing roadster which with the other models in the line, made Jordan one of the most prominent and respected manufacturers in the automotive industry. The last chapter in the history of that company was written last week, when the five factory buildings of the Jordan Motor Company plant were bought by the Apex Electrical Manufacturing Co., makers for 20 years of vacuum cleaners, washers, ironers and refrigerators. Apex products have long been manufactured in various sections of the city, with the acquisition of the Jordan Motor Co. plant, G. B. Frantz, Apex president, said: "Consolidation of the motor plant and foundry, the service plant, the refrigerator plant, and the cleaner, washer and ironer plant, will result in substantial economies and greater efficiency. The work of merging plant operations will begin at once. Completion of this plan will create a "home appliance center" where research engineers, designers and stylists may be grouped and the work of educating sales people can be carried on."

### HOTTEST TERRITORY

SERVING the leanest, hottest territory in America is the Southern Sierras Power Company, whose headquarters is in Riverside, Calif., whose generating plants are on the back slope of Mount Whitney, two hundred miles north, and whose main centers of load are at the lower end of Imperial Valley, near the Mexican border, a hundred miles more south. Used to slim pickings, this company has just plugged



**Collins**

Merchandise manager and commercial manager of the Alabama Power Company, president of the Alabama Electrical League, merchandise advisor to Commonwealth & Southern companies, are some of the jobs that A. B. "Ash" Collins has capably held down. News comes now of his joining N.E.L.A. as Field Representative of the National Electric Cookery Council.

along as usual, hit the market all the harder, surprised itself by actually increasing domestic load.

Doug Wheelock, assistant commercial manager under George Bigelow, says that his six range salesmen sold 175 ranges this year. Theirs is a continual campaign, with an initial push and then—just sticking to it. Wheelock says that today the salesmen overlook no opportunities. There was a time when the sales manager urged his crew to look through the consumer lists for those with high bills. Such make good range prospects. Prospects were plentiful enough so that this advice was yessed but not followed.

Today the salesmen do not have to

be told. They scout out prospects in the consumer lists, telephone books, "cold turkey," and anything else that is handy. The agricultural salesmen chase down each kilowatt, even in small applications. Business takes more fine tooth combing, says Doug, but it is there. The domestic load is 6 per cent above last year. Folks are staying home this summer, too, instead of rushing the family out of the hot valley to the beaches.

### FOURTEEN TO ONE SHOT

SAN DIEGO is the doorway to America's Monte Carlo across the border. It isn't uncommon down there for a 14 to 1 shot on a race horse or a dog race, but for an appliance advertisement in these days that is unusual, as they say of the weather in that region. Yet when Fritz Meise, merchandising superintendent of the San Diego Consolidated Gas & Electric Co. had Forrest Raymond, advertising superintendent, offer a special combination of washer and ironer in a single advertisement, recently, there were fourteen sales made, directly traceable to that one ad. and still more were being made. The remarkable thing, according to Raymond, was that the ad was nothing that an advertising man would display to his association as a "knockout." It was just plain copy.

A. E. Holloway, commercial vice president of the company, has been pretty well preoccupied with the problems of changeover from manufactured to natural gas in San Diego, a job that is being accomplished, according to the newspapers of the city, "with military efficiency and precision." Meanwhile



the accounting offices on the main floor are being moved upstairs to make more room for appliance display.

Los Angeles Gas & Electric Corp. sells no merchandise but it has a force of salesmen busy plugging the market these days for air conditioning installations, turning the business over to dealers and manufacturers of such equipment. It is also meeting up with considerable of the now prevalent "shell game," the slippery selling of trick lighting equipment supposed to be the answer to every merchant's prayer for lower bills.

Sold for cash or on 30-day charge accounts these articles will help the dealer keep up his volume and finance the plan for him. The original launching of this program was scheduled for Oct. 15.

## INSPECTORS WANT LABELS

A resolution passed at the convention of the electrical inspectors of the southwest meeting at Santa Barbara recently, has a significance to manufacturers of electrical appliances, although it is primarily intended for the identification of wiring materials. It asks the Underwriters Laboratories for a positive method of identifying each and every piece of labeled or listed electrical equipment, even that listed on re-examination service. The reasons given for this request are that inspectors in the field may more readily identify tested and listed materials and appliances.

Where this affects the appliance manufacturer is in cities having an ordinance regulating the sale of sub-standard appliances, such as Portland and San Francisco. The Pacific Coast Electrical Bureau has prepared a model standard ordinance of this type for adoption by other Pacific Coast cities. There is a growing demand for such regulatory ordinances among western

cities because of the influx of Japanese and foreign cheap appliances.

When first brought into contact with San Francisco's ordinances many manufacturers, before finding out what they are talking about, become unduly wrathful at this seeming obstruction to the sale of their products before they receive the results of recognized testing laboratories.

## KENYON UP

One of the first commercial consequences, directly or indirectly, after the death of R. H. Ballard, president of the Southern California Edison Co., Ltd., was a shift made in the advertising department when R. E. Smith, advertising manager, was elevated to the eleventh floor to become executive assistant to all the vice presidents who inhabit it.

R. G. "Spike" Kenyon, who has carried the title of assistant advertising manager for some time but has been terribly preoccupied with refrigeration bureaus, merchandising campaign tours and the like, has been raised to advertising manager of the company. The advertising department, in this company, is part of the commercial department, and is supervised by W. L. "Jack" Frost, vice president in charge of commercial activities, and head man for the Electric Cookery Council for the Pacific Coast division. Recently he has just announced his lieutenants, the men upon whom the responsibility for organizing each power company district for the sale of electric ranges. The geography of the districts has been solved by appointing power company commercial executives in each company.

The company chairmen named by Mr. Frost are: George A. Campbell, president, Sierra Pacific Power Co., Reno; Paul B. Wilson, manager Fresno division, San Joaquin Light & Power Corp.; Harry N. Carroll, manager electric sales, Pacific Gas and Electric Co.; A. L. Morairty, commercial man-



"JACK" FROST

*Vice-president in charge of commercial activities, Southern California Edison Company, W. L. "Jack" Frost takes over the job of chairman, Pacific Coast Division, National Electric Cookery Council.*

ager, Central Arizona Light & Power Co., Phoenix, Ariz.; A. E. Holloway, vice president and general sales manager, San Diego Consolidated Gas & Electric Co.; George T. Bigelow, vice president and commercial agent, Southern Sierras Power Co.; H. C. Rice, manager merchandise department, Southern California Edison Co., Ltd.; A. W. Elliott, manager display department, Bureau of Power and Light, Los Angeles; and H. R. Slocum, sales manager, Hawaiian Electric Co., Honolulu.

## WASHER LOTS

OUT in the open, to say the least, are some washer dealers in Southern California. It may be the climate, but then again it may be the rent. At any rate "washer lots" are appearing along the main traveled highways. They have all the characteristics of the second hand auto lot, even including stringers of lights for keeping open evenings.

Evidently the idea originated when some of the washing machine dealers found the overhead of a store high and moved their stock of machines home. Then with a sign across the front entrance and washing machines draped over the lawn they were ready for all comers.

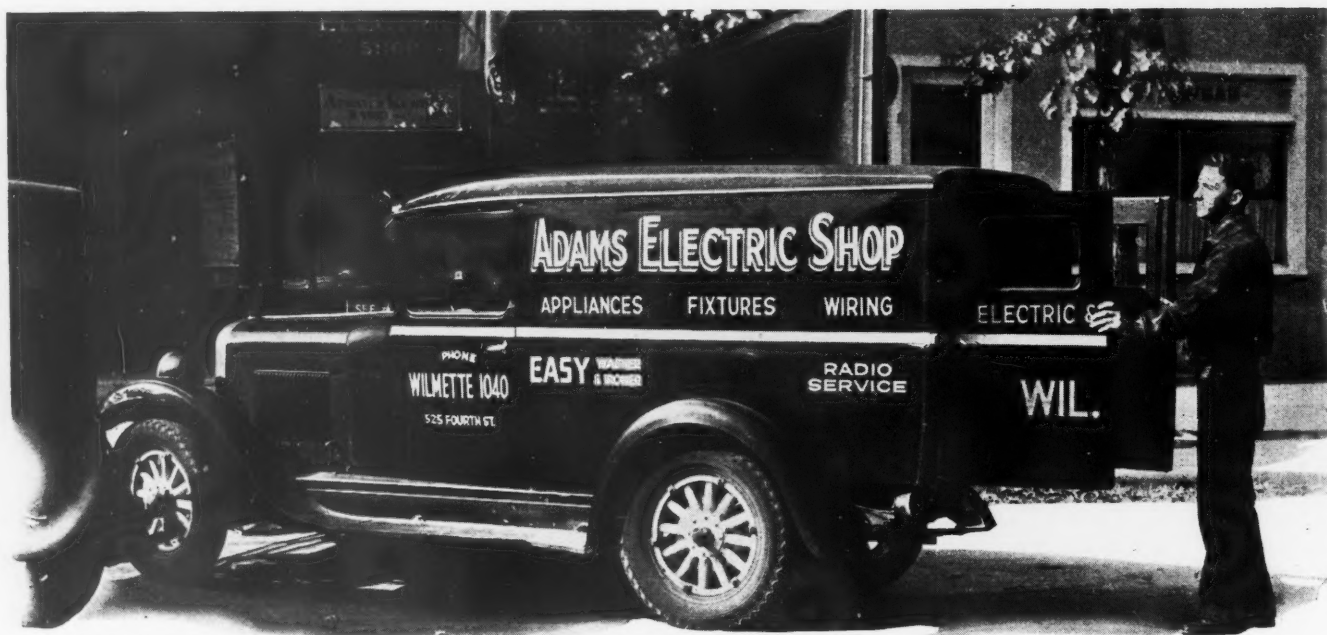
The washing machine lot is a newer manifestation. Usually it is second hand and reconditioned washers that are offered, although one observed had a line of new washers.



SECOND HAND WASHERS

*The outdoor lot with a display of second hand autos is a familiar sight. In California, it is washers.*

# 5 Ways *the* Adams Electric Builds Up



*Constant advertising of repair service permits the house to "loan" (and incidentally demonstrate) new models while the old one is taken care of.*

**T**HE history of America contains numerous spots where the famous Adams family kept the country from acting foolish. In Wilmette, Ill., R. J. Adams is adding to the family saga by holding the community to a sane philosophy about washing machines.

"You don't see a man with kid gloves and no sox," say members of the Adams Electric Company. "Why should a family have a fine car out front and a cheap washer in the basement? Get one in line with your standard of living."

Understand, please, that the Electrical Adams are not talking good old "carry on as before the depression" stuff. Never was there a more cautious man than R. J. Adams when he came to Wilmette eleven years ago. He kept off the main streets with their high rents. He diversified his business along every electric line. He refused to lose his head in the prosperous days of radio. Today, he refuses to get panic stricken with washers sliding down to \$39.50 brackets.

The Adams Electric Company's record in selling high priced machines is celebrated on Chicago's north shore. It was won by sizing up a situation and proceeding to meet it.

One type of strategy was employed on the prospects who ventured in on the floor. Another type was used on the 70 per cent whose purchases came through home demonstrations.

Wilmette, city of homes, is fully 80 per cent saturated with washers, in the opinion of the Adams firm. Of these 60 per cent are obsolete. Its homes are fairly well-to-do, considering that more than half of them have maids. About 15 per cent of the town's families patronize the steam laundries. When lean times hit the village, there was a tightening up of the community itself, and from top to bottom came the realization that the family laundry formed a budget item which might be trimmed. In well-to-do homes the maid was impressed into tub service and the laundress let go. In homes where wives did their own work, there was a dusting off of the old washer and a tendency to forget the laundry wagon. Whenever a new machine had to be bought an air of panic pervaded the family philosophy. Mr. Adams resisted this urge to buy cheap.

**T**HE sentiment for economy offered a theme for the firm's advertising, however. Small conservative advertisements stressing the advantage of the firm's washer repair service. A \$1 overhaul was featured at one time. Sensing the trend back to individual laundry work, Mr. Adams wanted to be among the first to get a crack at those obsolete washers.

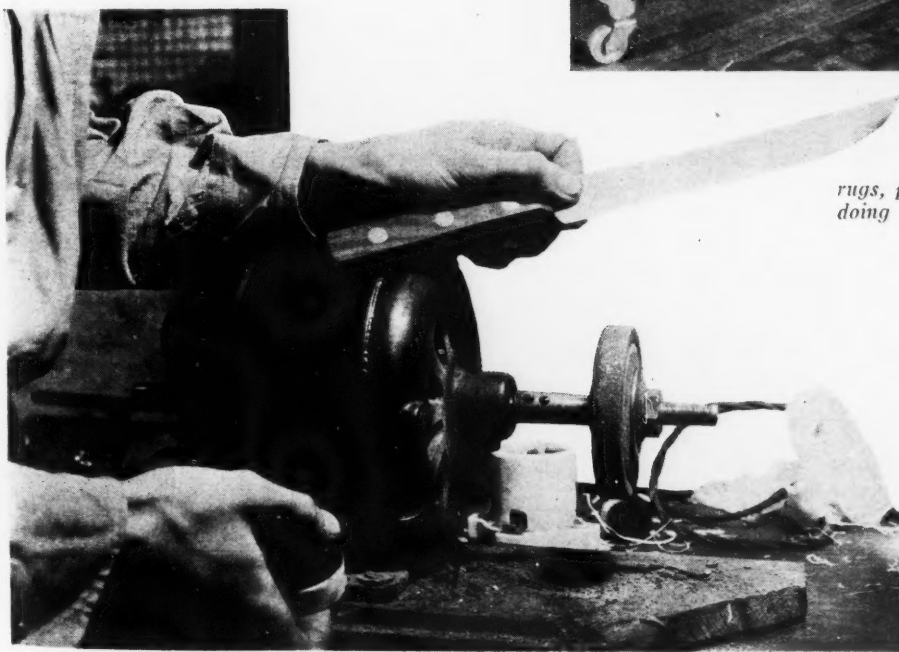
Strategic plan A consisted in getting these ailing washers into the shop on the slightest pretext. Even on a \$1 overhaul it sometimes happened that a washer was gal-



# Price

Keep the price  
*of the Washer in line*  
*with the*  
Family Standard  
*of Living,*  
Wilmette Dealer Insists

By  
T. F. Blackburn



*If its economy they want, she argues, why not buy a machine that will wash rag rugs, pillows, and dry clean cloths—in addition to doing the work in a third less time than a cheap machine?*

*Many profit paring trade-ins are avoided by offering to make the old motor into a knife grinder.*

loped back to the work bench. Reason: a chance to demonstrate a new \$180 machine in its absence. The household couldn't logically refuse the loan of such a beauty while the family pet was gone. In the week or ten days that ensued, there was a chance for the new model to do a little affection building. William Pike, salesman in disguise, explained features of the new model to the mistress, saw that the maid understood them. The seed for a sale was sown.

Strategic plan B dealt with the handling of floor prospects. The lank times caused many a Wilmette family car to poke its expensive snout against the Adams curb while its driver called and explained that the family was looking for a cheap little washer that would tide them over the depression period. Kid gloves and no sox, so to speak. Mr. and Mrs. Adams met these prospects at the door fully prepared. On the floor before them stood the Adams stock—generally two \$180 models, one \$119.30 model, one \$79 model and one tagged at \$59.

"This \$59 agitator model will do the work," agreed Mrs. Adams. "You understand that on the agitator

principle clothes are cleaned by rubbing against one another. Now if you people expect to wash expensive garments, I would suggest that you look over a machine with the vacuum cup principle."

### *Pillow Washing*

Before the prospect knew it, Mrs. Adams was talking the technique of washing and was away from price. While careful not to oversell any family, she capitalized on the urge for money-saving that brought them in. Pointing out that the versatility of the washer has been greatly improved in the latest models, she told her prospects that the firm had a machine that would even wash pillows.

"Pillows?" exclaimed the surprised prospect.

"Yes, pillows," Mrs. Adams resumed. "By employing centrifugal force to get the water out instead of pressing it out with a wringer you can dry your pillows perfectly. Woolen materials too, such as blankets and bedding can be washed in the spinner type of machine without that deterioration that takes place when woolen material is sent through wringers. You can even wash rag rugs and have them come out perfectly."

The most amazing use of the high priced machine is its ability to dry clean clothes, employing non-inflammable fluid, of course. The spinner wringer, Mrs. Adams declared, will recover nearly all of the fluid which can be used again and again. Ability of a machine to do things like this make it a mighty factor for saving in the family budget, since here is so much dry cleaning to be done. Before the prospect knew it, he was sold the model he logically should own.

### *Trade-Ins*

As might be expected, in a territory that is 80 per cent already saturated with machines, the Adams Electric Company has on its hands the problem of trade-ins. Mr. Adams prefers to make a cash allowance for the old machine and let the family sell it themselves. Families tend to overvalue their property, he has found, and this method is most satisfactory. During the last year however, the firm has hit on an ingenious method of nipping the trade-in angle in the bud, explaining that the sole value of the decrepit washer lies in its motor. Mr. Adams suggests that this motor be salvaged, and put in the basement to do odd jobs for the family, a proposition that is received with high glee when there are boys in the home. Stripping the motor from the machine, the Adams repair shop mounts it on a board, stains it, puts a 10-cent store carborundum wheel on the shaft and returns the gadget to the pleased owners who are assured of sharp knives and tools the rest of their lives. The firm is out only a little time and a 10 cent store purchase and the trade-in allowance is definitely sidestepped.

As stated before, the Adams shop is a place where anything electrical may be had. Besides washers and ironers (Easy), the firm carries radio (Atwater-Kent), clocks (Telechron), mixers (Magic Maid and Mix-master), and light fixtures. The repair shop in the back which will tackle anything from a job of replacing a lost screw to the wiring of a sun porch.

Wilmette has gone thrifty, but the Adams Electric Company has kept the good people from "heading for the river."



*The repair department, which fixes anything, acts as a "bird dog" and tips the firm off to obsolete washers.*



## the month's figures

### DOMESTIC ENERGY SALES IN AUGUST

**E**XPECTED was the slight drop from July, 1932, that occurred in August, 1932, sales of electrical energy to U. S. wired homes, due to the great vacation period. The central stations of America sold 838,463,000 kilowatt-hours of electrical energy to domestic consumers during August of this year, a small decrease from the 853,740,000 kw.-hr. sold in July, 1932. Gratifying, however, is the statement of the National Electric Light Association, in releasing these figures, that August domestic energy sales this year showed a 3.4 per cent increase over the sales of August, 1931. During the entire eight months of this year for which figures have so far been collected, therefore, sales of current to the wired homes of America have been larger than those of the same period in 1931. Along with an increased use of electricity has come a lowering of the residential energy rate which declined from 5.87c. in the year ended August 31, 1931, to 5.62c. in the year ended August 31, 1932, a drop of 4.3 per cent.

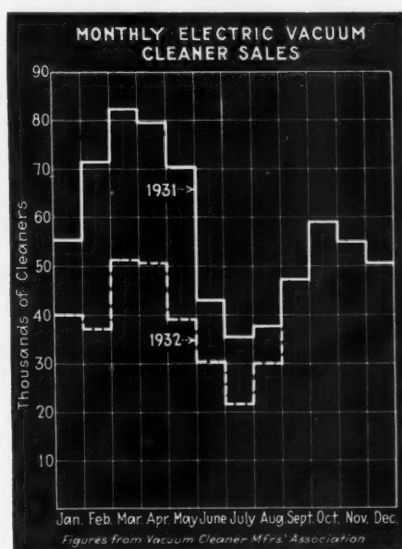
### ELECTRIC CLOCK OUTPUT

**I**N A laudable attempt to establish a regular statistical service, Secretary Warner S. Hays of the Clock Manufacturers' Association of America, has gathered factory output figures from the majority of electric clock manufacturers and announces that they produced some 1,633,185 electric timepieces during the first six months of this year. How 1932 electric clock sales will compare with last year's sales of 2,800,000 units for the twelve-month period is still problematical. Certain, however, are electric clock men that this year's average retail sales price will decline further from the levels of other years.

### HALF THE PEOPLE RENT A HOME

**N**EW light is shed on the electrical appliance prospect by figures collected and recently released by the U. S. Census Bureau, which indicate that more than half of the non-farm families of the country lived in rented homes in 1930, presumably are still living there. Omitting the six and a quarter million farm families from consideration there are 22,854,935 urban

and suburban families of whom 10,503,386 were home owners and 12,351,549 families paid rent to landlords. These figures should indicate to dealers, distributors and manufacturers the considerable market for heavy electrical appliances like ranges, refrigerators, water heaters and dishwashers that must still be sold through landlords. The value of built-in electrical appliances as means of getting better rentals is worth stressing in view of 1930 rents, as disclosed by the Census Bureau. Of the 12,351,549 renting families, the largest group, 3,191,435 or 25.8% paid monthly rents of between \$30 and \$50. Only 17% paid rents over \$50 a month.



August cleaner sales approached nearer last year's volume than any month so far in '32

### DELINQUENCIES DOWN

**F**OR the nation as a whole, delinquent electrical accounts reported to the National Electrical Credit Association during the month of September, 1932, showed a decline not only from August, 1932, but also from September, 1931. The number of past-due accounts for September of this year dropped 6.1 per cent from those of September, 1931, while the amount of money involved showed a decrease of 36.5 per cent from the same period of 1931. Taking the first nine months of 1932, there is evident a 10.1 per cent decrease from last year in number of accounts reported and a 32 per cent decrease in the amounts of money reported. The Middle and Southern Atlantic states, the New England states and the Central states are now in a better position, as far as delinquencies are concerned, than New York, according to the Credit Association figures.

### EMPLOYMENT AND PAYROLLS INCREASE

**A**LMOST axiomatic of business recovery is the statement that for each worker who finds re-employment four people—he and his family—start spending money again. Encouraging therefore are the U. S. Labor Department figures on industrial employment in September which show a 3.6% increase in employment and a 2.6% increase in payroll totals over the month of August. Largest increase in number of industrial workers shown for more than a year, this increase does not tell the whole story, because the Labor Department figures do not include building construction or the commercial, non-manufacturing industries.

Although the general increase in industrial employment and payrolls did not extend to the group labelled by the Government, "Electrical Machinery, Apparatus and Supplies," gains were registered in September among the factories turning out lighting fixtures and factories producing radio equipment.

### VACUUM CLEANERS UP

**A**UGUST, 1932, was a good month for the electric vacuum cleaner industry, according to Secretary C. G. Frantz of the Vacuum Cleaner Manufacturers' Association, who reports that estimated sales for the industry in that month amounted to 30,088 units. These sales compare favorably with August, 1931, sales of 37,952 cleaners and greatly exceed July, 1932, sales of 21,697 units. It is interesting to note from the accompanying chart that August sales approach more closely than any other month this year the cleaner sales of the corresponding period in 1931. Total cleaner sales for the first eight months this year amount to 300,290 units, compare with 475,432 cleaners sold in the first eight months of last year.

### HOME CONSTRUCTION INCREASES

**S**ALUTARY sign of reviving prospects for electrical appliance sales is the growth in home construction reported by the U. S. Bureau of Labor Statistics for the month of September, when an increase of 6.3% in the number and 9.9% in estimated value of new residential construction was registered over the month of August. As was expected, September new residential construction this year fell below September, 1931, new construction.



# The Furniture Men Join

# The PARADE



WITH the publication, recently, of a survey conducted jointly by the American Furniture Mart, Chicago, and the National Retail Furniture Association, new interest has been aroused as to the place of the furniture store in the business of selling electrical appliances. According to the survey, 82 per cent of the 726 furniture stores included, are handling one or more electrical appliances. In itself, that fact constitutes nothing new in information previously available: standard items in furniture store's stock are floor and portable lamps which automatically include them. In addition the majority of furniture stores have stocked vacuum cleaners, a natural companion item to rugs, drapes and upholstered furniture for which they are intended as a cleaning tool. The premise, however, on which the findings of the Furniture Mart, through their spokesman, Lawrence H. Whiting, reveal the furniture store as turning increasingly to appliance business, is erroneous in its conclusions. Said Mr. Whiting:

"There is no question but that there is now in progress a decided shift in the channel of distribution of such articles as vacuum cleaners, washers, refrigerators, clocks, toasters, radio and other electrical devices. This change was bound to come as the various appliances attained a greater degree of consumer-acceptance. The loss of profit from standard furniture lines forced furniture stores to look for new merchandise to restore their falling profits.

"As the buying power of the public decreased, sales of the time honored merchandise handled by the furniture store also decreased. Store executives looked for new lines they could add—lines that consumers would logically expect to find in stores devoted to furnishing American homes. Electrical appliances, emerging from the promotional period, proved ideally adapted to fill this need. Inevitably, stores everywhere are turning to elec-

trical appliance departments to provide a new source of profit."

There will be disagreement—even from furniture dealers—that the public have accepted appliances and that further promotional efforts are unnecessary. There will be disagreement—and especially from furniture dealers—that the customary margin of profit in appliance business is sufficient. The furniture store looks upon any margin under 50 per cent as being ruinous; and that without considering the vigorous outside promotional and sales activity that appliances inevitably require to be successfully sold.

Of 600 furniture stores denoting the electrical items handled, it was found that 512 checked radio, 487 checked cleaners, 444 refrigerators, 427 washers, 304 clocks, 289 irons, 204 toasters, 180 percolators, 172 ironers, 159 sewing machines, 130 heaters, 111 food mixers and 92 ranges. Notably absent from the survey, however, were any figures as to the average appliances sales volume of the furniture store. Herein lies their essential weakness. Unable to compete with the department store in store traffic, buying power or advertising volume, and unwilling to compete with the aggressive specialty outlet on outside selling, the furniture store has usually but one recourse—price. In Chicago, a well-known furniture chain advertises electric refrigerators at \$56 for a 4.4 cu.ft. box. In New York, refrigerators are currently being offered for sale at between \$69.50 and \$99.50 by furniture outlets. Few furniture houses

## Another Trade Looks to APPLIANCES

*to Replace Lost Volume*

*Merchandising Methods*

*Emphasize Price*



Galloway

sell washers at more than \$39.75 while some even go as low as \$29.50 for a standard size wringer machine. Included in most of these offers are usually premiums of six months supply of soap. Cleaners sold by furniture stores are usually re-built and are rarely priced above \$17.50. Radio sets, one of the first electric items, after the portable lamp, to attract the furniture house, have long been one of the favorites of the cut-price merchant. Currently they are offering console models as low as \$19.95, midgets as low as \$9.95. The better houses still trade the customer up to \$44.50, \$67.50 and \$87.50 on consoles, using the cut-price bargains as bait. One furniture house advertises a \$5 electric clock as a premium with a radio set; another advertises a \$25 trade-in on a nationally-known receiver selling for \$69.50. In all cases, the down payment required of the purchaser is from \$2 to \$4 with one year to pay. Small appliances follow the same general trend: a \$5.95 toaster at \$2.98; a 6-lb. automatic iron at \$2.98, electric alarm clocks at \$1 and in one case, a full-length hall clock, electric, at \$9.95!

FROM interviews with leading furniture houses, ELECTRICAL MERCHANDISING finds they are inclined to look upon electrical appliances more as opportunist business than anything else. They jumped in when washers were swinging upward and made an even more determined bid when radio had its big boom. Their increasing participation in refrigeration business during the past three years is an indication that they will ride that hobby for a period—but on a price basis. These are the sentiments of furniture men themselves.

In Chicago, leading furniture stores do not carry any items besides lamps. Tobey's, John A. Colby & Sons, Alexander H. Revell, Jr., O. W. Richardson & Co., and Scholle's do not stock appliances at all. Hartman's, the

big Chicago chain, is busy transforming itself into a line of department stores, with restaurants, women's coats and jewelry. John M. Smyth's on Chicago's West Side, calls its electrical division a gift shop. While all department calls its electrical division a gift shop.

W. J. O'Leary of John M. Smyth Company, a veteran in the furniture business, pointed out the pros and cons of appliances from the furniture store standpoint for *Electrical Merchandising*.

"Picture a firm whose business it is to equip a family a few times in its lifetime, and you have the province of the furniture store. The sale of what appliances we carry must be fitted into this picture. John M. Smyth has an immense list of customers in Chicago who have bought in years past. There is many a big boy and girl who grew up around a family stove bought from Smyth's, and the satisfaction it gave made it natural for them to come here when they outfitted their own home. Offhand it would seem that this long list of customers would make a fine reservoir of prospects to call on. On the other hand, it must be remembered that these people are used to dealing with Smyth's in a certain way and for salesmen to start ringing doorbells it would hurt the firm's tradition.

"Sometimes propositions that are very good in themselves must be turned down by us because they do not fit in with the Smyth policy. One recently offered consisted of a deal wherein we would offer each customer an electric mixer free with a refrigerator. The idea is all right, but the next thing we know our customers would be asking us to throw in carpet sweepers with bedroom sets.

"You might say that what electric appliance business we do consists chiefly in fill-ins with larger furniture orders. I agree with you that the way to sell larger items is by going out and after the prospect. However we must think of things electrical from this angle.

"By and large the margin of profit on electrical appliances is not long enough to interest the furniture dealer. Furniture takes up a lot of space and entails a high overhead. Most of the bankruptcies which occurred during the last two years have been due primarily to this space factor and its high cost. In my opinion a 40 per cent margin is not sufficient for a furniture store. An article



at this figure comes precious near to being a "loss" item and no one is interested in "loss" items. In a number of cases, notably refrigerators, it is possible for a furniture store in cities where there are good distributors to take orders, have distributors install them, and only keep samples on the floor. This helps.

"One thing that I like about appliances is the understood resale price. Customers have been educated to know what an item sells for. I believe that electrical manufacturers can take a leaf out of the past in making their prices. For example, the electric clock industry don't seem to know just what the prices should be. In my estimation an electric clock should sell for what a comparable spring clock would bring. These old-time clock makers got their experience over a period of years, and achieved a nice balance between what the public could pay and what the distributing machinery had to have to make a legitimate profit. It is true that we go through eras of price changes but in my opinion the near future will see a return to the price levels of 1913 to 1915 followed by a long period of tranquility. There was little change in prices from 1907 to 1915. When the war came no one knew what prices could be from 1917 to 1927. However, we are going back right now to these prewar prices and, as I say, manufacturers should remember that old-time prices were established by hitting a mean between what the public could pay and what would give the dealers a fair break. It is my opinion—and I speak as an individual understand—that electric refrigerators should not sell for less than \$150, nor vacuum cleaners for less than \$35."

**B**LOND, blue-eyed Folkert Posthuma, vice president, Scholle Furniture Company, and vice consul of The Netherlands in Chicago, explained why Chicago furniture stores were not particularly interested in electrical appliances.

"The furniture business is at the parting of the ways. A store has to choose whether its men should bend their efforts toward artistically decorating the home, or whether it is simply a place of business to sell any kind of housefurnishing merchandise.

"Since the purchase of furniture occurs so infrequently in the life of a family, it is something on which people demand the services of experts. A customer will walk into a 5 and 10 cent store and accept an item from a salesman who knows nothing about it. Let this purchase run into hundreds of dollars, and its mere size makes the customer want expert advice. I think the future of the furniture store lies in specialization. When I was a boy I spent seven years making furniture before I ever sold any. Many of the employees at Scholle's have devoted years to learning the furniture trade. It is not a natural thing for them to start anew and learn all about electrical appliances any more than it is the natural thing for a doctor who has spent thousands on his surgical education to pull a tooth.

"I think the element that permitted certain furniture stores to survive during the last few years has been this specialization—first, they knew values and retrenched when it was obvious that furniture was out of line. A merchant selling a miscellaneous stock has no chance to know this so well. Second, these specialized stores survived because the public has recognized them for what they were. It is not possible for any store to make the public believe that it is the logical place for everything. Several years ago a music store of great reputation opened a furniture department. This department did not

succeed because shoppers came to the store for music and equipment and not furniture. By the same token, electrical appliances, fine and useful as they are, in my opinion belong in the province of a specialized dealer."

**W**ITH overlapping distribution possibly any store that sells furniture is a furniture store, and in that sense perhaps it can be said of the Pacific Coast that practically all of them therefore are electrical dealers as well. At least all of them sell at least floor and table lamps, practically all sell vacuum cleaners, floor polishers and washing machines, almost all now carry some line of electric refrigerator, and some of the more complete furniture and housewares establishments carry a full line of table appliances.

The number that sell electric ranges, and particularly water heaters, however, is not so complete. In areas in which the power company has been active in promotion of electric cookery, and where an acceptance of electric ranges has been quite generally created, there is a tendency on the part of at least a few of the more complete furniture establishments to do a full job on even electric range selling.

Take Spokane, Wash., for example. One particular furniture and home furnishings store in that city boasts that it outsells the utility on electric ranges almost every year, that it sells a large volume of electric refrigerators, and does as much business in electric appliances as any three or four electrical dealers in the city combined. Its great advantage lies in its complete home furnishings stock, its long terms on a complete bill of home equipment, and its large number of customers already on its books. Even in the apartment house field this store outsells all its rivals because it includes the electrical appliances such as a range and refrigerator in its bids on the complete furnishings.

In the larger cities, such as San Francisco, Los Angeles, Seattle, Oakland and Portland, the number of these furnishings and furniture stores carrying appliances has increased. In San Francisco, several carry electric ranges but none are very active in their sale. In Oakland, one large furniture store does a sizeable business in appliances and sells a number of electric ranges. No outside salesmen are employed on ranges, however. On washers, vacuum cleaners, refrigerators, sometimes a crew is maintained.

A secondary type of furniture store, serving a price type of trade, is to be found in every city of any size in the west. As a rule this type of store sells vacuum cleaners, washers, and lamps. Some sell low priced types of refrigerators. These employ no outside salesman, and run to a price cutting type of advertising.

Despite this trend in furniture establishments there are yet a large number of conservative furniture stores which stick closely to their knitting. At most these sell floor lamps, but beyond this they do not go. Asked whether he would some day take on a line of electric refrigerators the proprietor of one of this type of stores answered, "I suppose so. It is an article of home furnishing. We eventually inherit all such things. After the specialty shops have ceased to be interested in them we will be the ones to whom the public must come for refrigerators. When that time comes it may prove profitable for us to sell them."

The answer to the question as to the furniture dealer's place in electric appliance distribution would seem to be, "they'll get them in the end."

## WHY WE SELL

### OIL BURNERS

*Reading's Smith Electric Finds Burners Account for 14 per cent of Total Sales—300 Sold*

"WE have been criticized by members of the electrical trades as well as by competitive oil-burner dealers because we have been using aggressive selling methods to develop volume business on a line of oil burning equipment (Petro)," remarked Mr. Smith, general manager of the Smith Electric Company, Reading, Penna. "As a matter of fact, the relation of the oil burner to the electric equipment field is not so far removed as is generally supposed. For instance, we are well equipped to service those burners depending upon electric ignition, perhaps better equipped than many dealers who feel that we are going too far afield. To date we have sold more than 300 burners.

"The average dealer in electrical equipment deals in practically every appliance except house-heating equipment. The oil burner gives him the logical opportunity to enter this field, and he can tie up his merchandising efforts for oil burners with his other lines, giving his salesmen greater opportunities and reducing selling costs by attaining a greater sales volume. At least, that has been our experience.

"In my humble opinion, a great many electrical contractors and dealers have been overlooking a potential source of profitable business by neglecting to follow the rising tide of public demand for automatic heat in the home."

The Smith Electric Company has developed a sales organization of eight producing salesmen who cover the city of Reading as well as the surrounding towns and cities within a radius of twenty miles. The company advertises consistently in the local newspapers, and all the leads developed through the advertising are turned over to the salesmen. This also applies to leads developed in the store, where an elaborate display is maintained for demonstration purposes.

"In our case," continued Mr. Smith, "it has been a simple matter to develop sales on oil burners almost immediately, because we have been maintaining an outside sales force for some years to merchandise our electrical lines, such as refrigerators, cleaners, washers, etc. It has only been a matter of instructing these experienced men regarding the various features of oil burning equipment and the problems that are encoun-

tered in selling and installing such equipment. Additional men are added to the sales force as we feel it necessary to cover our territory.

"Some of these salesmen have an impressive list of customers to whom they have turned for leads on the new line,

spond in a satisfactory manner. Our men have found that the addition of the new line has enlarged their list of prospects to a considerable extent, in fact, all the prospects they can take care of. It has not been necessary to do cold canvassing, for one customer leads to a dozen prospects.

"At our sales meetings the various avenues of new sales possibilities are discussed and when we find that certain conditions work to our advantage we follow these up very diligently. For instance, the sales of new homes are watched carefully and the new owners are interviewed in an effort to convert them to the idea of automatic heat in the new home.

"The proportion of oil burner sales in relation to our entire line has advanced from six to fourteen per cent and should continue to show a steady increase as the number of our installations increases upon which we can draw for recommendations. The margin of profit is just as large as on other appliances, and the unit of sale is greater, giving us greater opportunities and incentive for sales promotion work.

"Naturally, our men are able to secure the attention of customers whom they have served at previous times, and it has been a source of much satisfaction to us that we were able to sell house heating equipment to some of our former appliance customers, with the added prospect of selling to many more such customers during the coming year."



SMITH STORE

*Oil burners: 14 per cent of total volume; 300 installations made to date*

and in this manner a large prospect list for oil burners has been developed in a very short time. We have also found opportunities for the sale of heating equipment in new building projects on which we furnished the electrical work.

"Most of our salesmen are of the type who can handle a prospect from the beginning down to the time his name is signed to the contract. The commission paid to the salesman is ten per cent when the sale is made, whether paid for in cash or financed on the deferred payment plan. In fact, a large number of sales are being financed on a monthly basis, and we encourage this business just as much as the cash sales, because in the end it means the same thing to us. We have had very little trouble with these deferred payment sales, and our ratio of collections is as good as it has been at any time."

When Mr. Smith was asked whether there isn't a tendency among men who have been experienced with electrical merchandise to neglect the oil burner, he replied that this has not been the case with their organization.

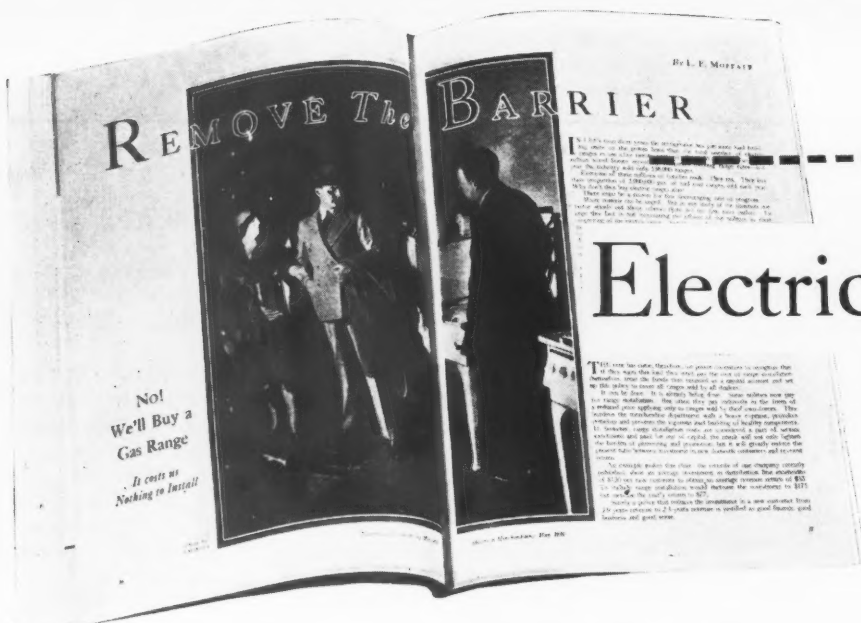
"After all," he said, "it is a matter of dollars and cents with the salesman. Show him how he can increase his income by selling oil burners in addition to electrical appliances and he will re-

## TIMKEN SILENT AUTOMATIC INVADES CANADA

TIMKEN Silent Automatic of Canada, Ltd., has been organized at Windsor, Ont., as a subsidiary of The Timken Silent Automatic Company, manufacturers of oil burners bearing that name. The new company will supply oil burners bearing the "Made in Canada" label to Canadian dealers. The chief barrier to sales in the past has been the absence of this label from the burner, and a much larger volume of business is anticipated from this market as a result of the Canadian subsidiary.

The officers and directors of the new company are H. W. Alden, chairman of the board; Fred Glover, president; Haldeman Finnie, vice-president and general manager; D. S. Devor, vice-president; W. C. Wood, secretary and treasurer. These officers also hold similar positions in the parent company.





# ----- says this Electric Range User

## A Story in Four Letters

### THE CUSTOMER'S LETTER

Marshall, Texas,  
September 1, 1932.

Westinghouse Electric & Mfg. Co.,  
(Research Department),  
Mansfield, Ohio.  
Gentlemen:

In your research work for the comfort and convenience of your many friends, I wonder if my problem has ever been called to your attention? A little more than two years ago I bought a Westinghouse Junior Cabinet Range. It opened up a new field of cookery, comfort and convenience for a busy housekeeper—myself! In our climate, where the summers are so intense, you can scarcely imagine what a joy it was to have a cool kitchen with my hot meals. In January we moved to Marshall (the range was bought at Conroe, Texas) and the electrician's bill for installing the range was \$50.00, less \$15.00 allowance on the meter box and other materials I brought with the stove, or \$35.00 to "set up the old cook stove"! On the 15th of September we are moving to Houston, Texas. Having had one sad experience I this time inquired in advance as to the cost of installation and am told that it will be "about \$25.00 or \$30.00, depending upon distance from poles, etc." In these hard times it is simply impossible for me to pay that price, and so—I must "give away" to anyone who will take it (for selling anything here is almost impossible) my range that I value above anything that goes toward making life worth living, to buy a cheap gas range which I can have installed for two or three dollars! I could weep!! In your research, couldn't you search out a solution for my sad plight? I am so utterly spoiled by the comfort of cooking with electricity that I would almost as soon go back to a campfire as to use any other method.

Have you a suggestion to offer?

Mrs. T. V. C—.

### GULF STATES UTILITIES COMPANY

Beaumont, Texas, September 26, 1932.

Mrs. T. V. C—,  
Marshall, Texas.

Dear Mrs. C—:

The Westinghouse Electric & Manufacturing Company has sent us a copy of your letter of September 1, as you had purchased your electric range from this company.

The cost of installation is one of the problems electric light and power companies are trying to work out so that women who, like yourself, prefer to cook electrically will not be faced with an installation charge each time they move from one city to another.

You will be glad to know that last October our company began installing electric ranges in the homes of our customers without cost to them, regardless of whether the range was purchased from us. A number of other utilities throughout the United States have a similar policy and we are hopeful, as you are, that the day will come when this will be universal.

It pleased us to learn that the electric range that you bought from us at Conroe came up to your fullest expectations. We hope that somehow you will manage to continue to enjoy it. In communities we serve, at least, you will never have to worry about the cost of installation.

P. E. McCHESNEY,  
Vice President.

### GULF STATES UTILITIES COMPANY

Beaumont, Texas, September 26, 1932.

To the Editor:

I particularly enjoyed your editorial in the September issue of ELECTRICAL MERCHANDISING and in this connection thought you might be interested in a letter which a former customer of ours sent to the Westinghouse Electric & Manufacturing Company's Research De-

partment, copy of which I am enclosing.

Upon investigation, I find that our organization at Conroe, Texas, sold this range to Mrs. C— on May 12, 1930.

Mrs. C— has expressed the customer's viewpoint on installation costs so clearly that I am hopeful that it will be an inspiration for an editorial by you to the electric light and power companies on absorbing or capitalizing the cost of range installations.

Fortunately, in our company the electric range is not a step-child. In every community in which we operate in the states of Texas and Louisiana we have natural gas competition at low rates. For the first eight months of this year we have been successful in selling a few more electric ranges than were sold for the same period of 1931. Since October, 1931, this company has been capitalizing the cost of range installations in our customers' homes, in which policy lies the answer of our range sales for 1932. This has proven a profitable undertaking.

We sincerely trust these letters will contribute in some way to the ultimate universal practice of installing electric ranges in customers' homes without cost to them and in the event they do this, we will feel amply repaid for the small part we have played in passing this information on to you.

P. E. McCHESNEY,  
Vice President.

### HOUSTON LIGHTING & POWER COMPANY

Electric Building, Houston, Texas  
October 10, 1932.

To the Editor:

Mrs. C— was quoted a price of Fifteen Dollars (\$15.00) for the installation of her range. She stated, however, that she did not know whether she would be in the house to which she moved, very long and preferred to wait until next spring before having her range sent to Houston and installed. In the meantime, she is using a gas range.

FRED STAACKE,  
Superintendent of Sales.

## A Utility Puts Its *Showroom*



*In the first ten days this exhibit was shown on sales floor 2,703 people—a number equivalent to almost 10% of Newburgh's population—signed the register at the exhibit. Of this number over 80 developed into good prospects for some item of merchandise displayed.*

## IN A DEPARTMENT STORE



*When  
Central Hudson Gas &  
Electric installed a  
model kitchen in  
Schoonmakers, New-  
burgh, they reached  
twice as many people as  
in their own showroom.*

**D**ID you ever know of a woman who would not go blocks out of her way to browse around a department store "Just to see what was new?" The answer is "No" regardless of what type of woman you have in mind. She comes to the department store in an ideal frame of mind to be sold. And among these women is the type who knows nothing more of her utility company than the check she mails each month. No utility display regardless of excellence and expense can ever touch her because chances are she doesn't even know where the office is located. *Yet, this is the woman most able to buy load-building appliances.*

Taking advantage of this department store window shopping complex of women, the Central Hudson Gas & Electric Corporation, Poughkeepsie, N. Y., installed a modern kitchen exhibit in a department store.





# *The* Miniature Lamp Invasion MEANS .....

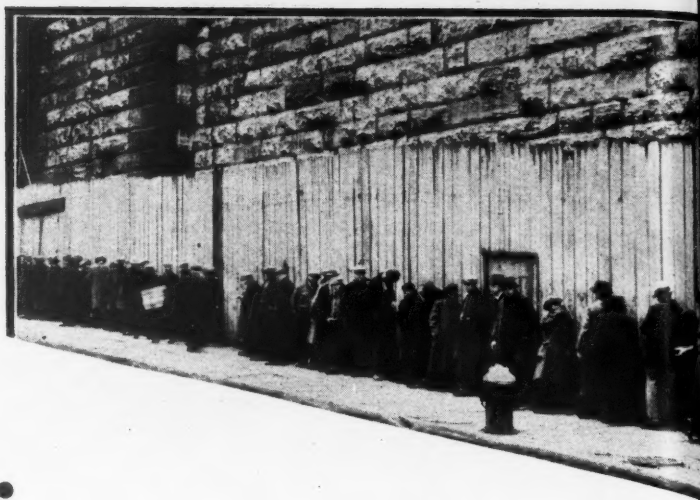
## *More MEN out*

*By Frank*



Photos by Galloway

*This CHRISTMAS  
the Japanese will have sold  
almost 3 times  
their usual volume of  
Miniature Lamps  
at no profit to the  
electrical industry*



A MINATURE lamp factory was shut down in Buffalo this week.

Three hundred skilled workers in this factory were laid off, perhaps permanently—three hundred added to the army of the unemployed.

It will not be a very merry Christmas for these three hundred American jobless nor for the possible six or seven hundred more good Americans who depend upon them for support.

But it will be a bright Christmas in Japan.  
Because that's where their jobs have gone.

\* \* \*

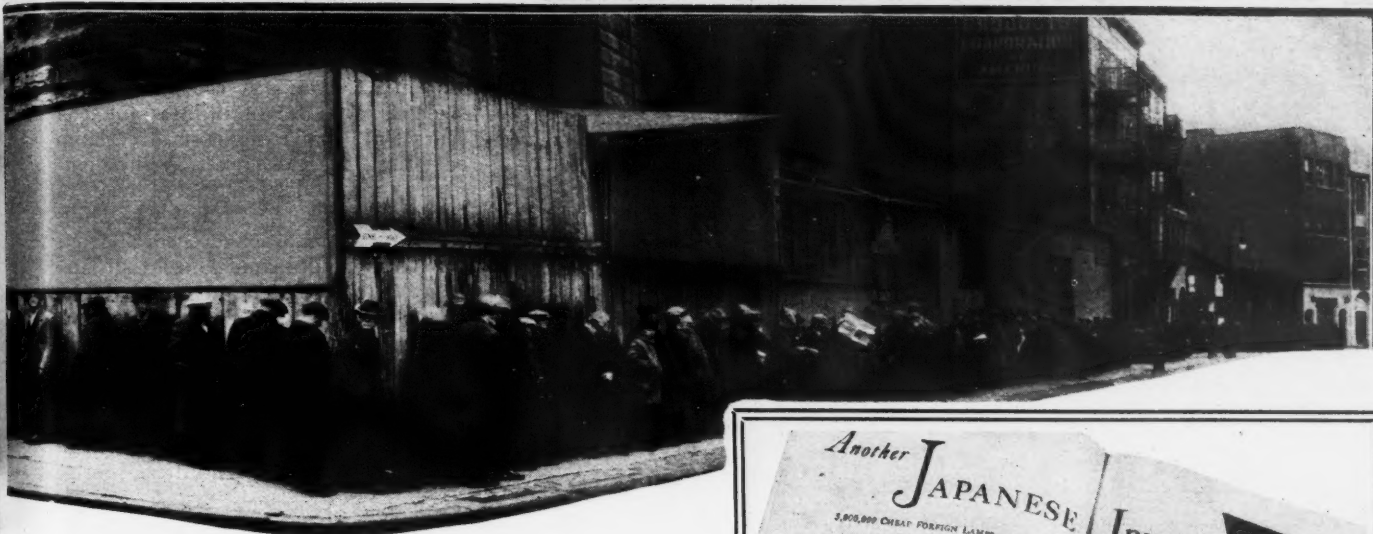
The three hundred American workmen made Christmas-tree lamps for American Christmas-trees. Now it is decreed that American Christmas trees must be bedecked with Japanese Christmas-tree lamps, while three hundred jobless Americans stand outside looking in, shivering in the snow.

How the slant-eyed Santa Claus must chortle at that one!

\* \* \*

The three hundred Americans' jobs were not lost to them by depression, for the product they made is today being bought and sold in big volume. No, the jobs of those who worked in this shut-down Christmas-tree lamp factory were taken from them by American wholesalers and retailers—*electrical* wholesalers and retailers—who have kicked the American workers out and given their jobs to the Japanese.

One can almost hear these electrical wholesalers and retailers saying to their sweethearts and wives, "What the hell do we care for American workers? Let the mugs dig ditches—when, as and if there are any ditches to dig. In the meantime let 'em live on their in-laws or



# of WORK

B. Rae, Jr.

grab themselves a place in the bread line. We distinctly do not give a damn.

"But," they add, seeking sympathy, "isn't this depression terrible?"

The depression is terrible.

And one of the things that's making it terrible—and especially terrible to those three hundred jobless in Buffalo—is the cruel thoughtlessness and selfishness and short-sightedness of the readers of this magazine.

For you readers of "Electrical Merchandising" have bought—or will buy unless what I tell you puts the brakes on your order-signing fountain pen—fifty-four million Japanese Christmas-tree lamps. In doing so you will not add one corroded kopec to your own sales or profits, you will not stimulate by a single sick gnat's war-whoop the wider distribution of Christmas-tree lights, you will not serve your customers to their advantage. What you'll do is to toss a few hundred more decent Americans into the economic discard and enrich the Japanese by many millions of yen.

I ask you, is that a nice thing to do in times like these?

\* \* \*

Everybody has heard plenty about the invasion of the American market by Japanese lamps. It has been shown by unimpeachable authority that Jap lamps in the household sizes are as erratic and as extravagant to operate as a home-made airplane. They possess every fault a lamp may have—undependable life, hit-or-miss voltage, questionable output and they have their own sweet concept of current consumption. In other words, they are lousy and without merit.

"But they are cheap!" shrieks the Cheap John. They are.

(please turn to page 56)

Electrical Merchandising, November, 1932



## The Facts

Normal importations of Japanese miniature lamps, 20 millions. This year's importations of Japanese miniature lamps, (estimated) 54.4 millions.

Wages of a male worker in Japanese lamp factory, from \$250 to \$300 per year.

Wages of a male worker in American lamp factory, \$1500 per year.

1595 American workers now jobless as result of Japanese lamp "invasion". Only 1000 lamp workers jobless as result of depression.

Loss in wages to American workers due to Japanese lamp "invasion", \$1,805,000 in 1931 — estimated as \$2,320,000 in 1932.

To "save" \$1,900,000 in the cost of lamps, users of the Japanese lamps paid \$11,000,000 more for energy to light them.



# The Contractor-Dealer

## EXAMINES

### his competition

LAMENTABLY small, in recent years, has been the contractor-dealers' share of the nation's electrical appliance purchases. Sharing once with the central station the job and some of the accruing profits of pioneering appliances and allied merchandise to the consumer, contractor-dealers today must fight with some thirty-four other types of retailers for electrical appliance sales. As a result hundreds of contractor-dealers during the past few years have dropped their retailing function and have become simon-pure contractors, eschewing any appliance selling activities. On the other hand, many electrical contractor-dealers, due to the decline of building construction with a consequent drop in wiring opportunities, have become active appliance retailers.

Quite properly therefore the Association of Electragists International in January of this year asked a special committee of its members, headed by Robert J. Nickles of Madison, Wis., to study appliance merchandising, render a report on the place and prospects of the electrical contractor-dealer in the picture. Mr. Nickles, at the Electragists Kansas City Convention recently, presented a comprehensive, workmanlike report, based on a survey made among the merchandising members of the Association.

From this survey, Mr. Nickles committee estimates the division of the appliance business of the nation as follows:

Type of Outlet	Percentage of Business	Rank
Public Utilities.....	28.4%	1
Contractor-Dealers ...	22.9%	2
Hardware Stores .....	13.7%	3
Chain Stores .....	12.7%	4
Department Stores ...	12.0%	5
All other outlets .....	10.3%	6

While these figures do not check with other surveys of the division of the appliance business, some of the discrepancies are undoubtedly due to the lumping of "Specialty Dealers" with "Contractor-Dealers." This alignment is a pardonable one, since the specialty appliance dealer in many cases had his business genesis in an electrical contractor-dealer business.

Wisely, Mr. Nickles' committee, in their survey, attempted to determine which types of outlets were selling quality electrical merchandise and which outlets sold substandard, shoddy appliances with which the public might well become dissatisfied and which would reflect discredit upon the electrical appliance industry both nationally and in local communities. It was the opinion of the committee that "the chain store outlets as a general rule have fallen into the practice of offering the cheaper or substandard brands of merchandise, thereby hoping to receive their share of the business on the basis of price appeal alone." At the door also of some hardware dealers, department stores, general stores in the smaller communities and specialty stores, who feature automobile, radio and electrical supplies, is laid the accusation that they have sold the lower grade or substandard merchandise. Among those retail outlets who have, generally, upheld the standard of quality in appliance sales, the Electragists committee includes the better grade of hardware stores in the larger cities, the utilities and the electrical contractor-dealers.

DETAILED investigations of the appliance and allied merchandise selling activities of the main competitors of the contractor-dealer have also been made. In so far as the chain stores are concerned, the Electragist committee points out that the aggressive selling of appliances by chain store outlets does not comprise the total menace. The promotion of wiring supply sales to the home owner, with suggestions, actual and implied, that he can do much wiring without the aid of a contractor, presents a serious situation.

Competition of the central station companies has been fully analyzed by Mr. Nickles' committee. Ninety-six per cent of the Electragists contacted by the committee definitely favored the elimination of the utility as a merchandising competitor, based on the following utility practices considered objectionable: trade-in allowances, premium offers, long term payments, small down pay-

ments, unscrupulous high-pressure salesmen, utility executives who are not sympathetic to dealer co-operative plans, discrimination against certain contractor-dealers, failure of utilities to keep separate merchandising costs, free lamp renewals, direct solicitation by employees whose salaries are paid by operating departments, exclusive selling franchises demanded and secured from distributors and manufacturers of appliances, special inducements made to prospects, threats to service only utility-purchased appliances, and operating free repair departments. Chief source of complaint by contractor-dealers against central station competition was the inability of dealers to meet the small down-payment terms of utilities.

ALSO indicted in the Electragist report by Mr. Nickles' committee are certain practices of central station companies in construction activities or wiring work. Says the report: "It was particularly gratifying to learn that utilities for the most part refrain from entering the construction field. With few exceptions, the utilities have abrogated the wiring field and are content to leave this work to the contractor-dealers." On the other hand, the report says, "In certain territories some utilities have taken it upon themselves to submit prices to the consumer for the installation of ranges and other heavy-duty appliances which include the installation cost of service requirements, together with meter boxes, etc., based upon employment only of the cheapest type of contractors who will take the work at merely day's wages . . . Since this practice was inaugurated by these utilities, the co-operative spirit of the dealers has been jeopardized . . ." Another source of dissatisfaction is thus presented, "The contractor-dealer complains of utility commercial department representatives taking it upon themselves to set prices for construction work, and at prices which the contractor-dealer cannot meet and realize a profit. This practice often causes the representatives of utility companies to go out and turn the job over to the irresponsible type of electrical contractor, who in most cases has very little overhead expense, and creates the impression that the better type of contractor-dealer is charging too much for his work." Here the Nickles' report suggests an educational job to be done by contractor-dealers on utilities. Also mentioned in the report is a certain disinclination on the part of utilities in some sections to meet contractor-dealer groups for periodic "ironing out" processes.

Likewise the effect of the Kansas and Oklahoma bans against utility merchandising are covered in Mr. Nickles' report, with the statement that almost without exception, the contractor-dealers in these states who were contacted are in favor of the present laws. We quote that section of the report in full:

"Realizing that the merchandisers of electrical appliances throughout the country are watching the results being obtained in the states of Kansas and Oklahoma, as a result of the passage of laws in these states prohibiting the utilities from merchandising, a very careful painstaking survey was made through a broad distribution of questionnaires, and by means of considerable amount of correspondence.

"Almost without exception, the electrical contractor-dealers contacted in these states expressed a pronounced approval of the present law. Admitting, however, that due to the unusual economic conditions surrounding the sale of almost every commodity, the true results cannot definitely be ascertained until such time as merchandising activity returns to a normal trend.

"The utilities of Kansas and Oklahoma in most cases resigned themselves to the new laws and entered into wholehearted cooperation with the dealers. In a few cases, certain utilities set about to antagonize the merchandising laws through the medium of becoming interested, through their officials or former employees, in independent outlets for the sale of electrical merchandise, and by soliciting the aid of the press, to make the new law unpopular.

"In the readjustment of the sales outlets for electrical merchandise, it is true that many irresponsible dealers entered the field in competition with old established concerns. Men who had previously been working in the capacity of salesmen for utilities, immediately opened up sales outlets. For the most part these individuals have discontinued their operations, and judging from recent reports, industry conditions are rapidly becoming stabilized.

"Dealers reported that in many instances utility companies glutted the market just prior to the enforcement of the law, by means of placing large orders for electrical merchandise and selling appliances to the consumer at prices which the dealer could not meet and realize any profit at all. Obviously, this situation retarded the normal sale of appliances which would have occurred in the regular course of business.

"Considerable unfavorable publicity concerning the effectiveness and feasibility of the present laws has been launched by the utility interests in an attempt to make the new plan appear in an unfavorable light throughout the country. Even the press associations of Kansas and Oklahoma have gone on record as opposing the new laws, presumably, because of the loss of the large income resulting from utility advertising. I am not presuming to either uphold or condemn the effectiveness of such legislative action in other states, but am prone to suggest that before final judgment is passed, we withhold our opinions until such time as these laws will have demonstrated whether or not the utility can best function through the medium of dealer merchandising outlets that have established stability."

Mr. Nickles' committee has not contented itself with a survey of existing competition and its faults. The committee has made some most constructive suggestions to help the contractor-dealer sell more electrical merchandise and also to benefit every legitimate member of

the electrical industry. Acknowledging the share which central station companies have contributed to market development work done to the benefit of all groups in the electrical industry including jobbers, manufacturers and the public, the Nickles committee suggests that local utilities take the initiative in bringing about the adoption of the following principles:

**First:** All electrical appliances offered for sale shall be of such manufacture as to assure safe and dependable service.

**Second:** The utility should recognize as the proper retail cash price of any appliances, an amount that allows the electrical contractor-dealer (selling at that price) a gross profit not less than is customarily obtained from its discount on such item.

**Third:** The foregoing is not intended to apply on shopworn, damaged, repossessed, or obsolete items.

**Fourth:** Utilities shall not accept the exclusive sale of an appliance, unless equivalent terms are available to the contractor-dealer.

**Fifth:** No premiums shall be given, nor trade-in allowances made in connection with the sale of any appliance, unless all agencies selling that same appliance are offered participation at the expense of the utility. Manufacturers' national campaigns based on either of these inducements are not acceptable.

**Sixth:** Coordinated advertising should be developed by the utility with the contractor-dealer, with the view of making available to the contractor-dealer all reasonable cooperation in advertising, displays and sales promotion.

**Seventh:** Down payments, carrying charges and the length of installment terms shall permit of fair competition. Small appliances, if sold on installment terms, shall carry an adequate financing charge. Manufacturers' national policies, when inconsistent with sound business practice, are to be discouraged.

**Eighth:** Compensation of utility appliance salesmen shall be such as to attract and hold responsible representatives, and should be dependent upon the total added load from all retail outlets and not merely from their individual sales. The activities of all utility salesmen should be controlled so as to avoid misrepresentation and other unfair selling tactics.

**Ninth:** In extending its service to new customers, the utility must not make the purchase of appliances from any given source a factor in the sale of appliances.

**Tenth:** The utility should segregate all merchandising accounts from operating accounts. The presentation to the public of appliances not having reasonable customer acceptance, is a promotional activity and as such should be charged to the appropriate operating account in accordance with the recognized Uniform Classification of Accounts.



**Robert J. Nickles**

*Madison, Wis.*

*Chairman,*

*Special Merchandising Committee  
National Electrical  
Contractors Association*

Indicting utilities, chain stores and department stores, he makes definite suggestions for market development and fairer competition





By

J. A. Fowler

Chairman,  
Trade Policy Committee, N.E.C.A.

The Electragists' Trade Policy Committee emphasizes industry interdependence by offering a plan for the utilities, the manufacturers, the wholesalers and the contractor-dealers

# A 4-Group PROPOSAL

THIS report deals primarily with the problems affecting the Trade and Industry relations of Electragists. These problems now stand in bold relief because of the present economic disorder.

Standards, principles and ethics, in the past twenty-four months, have been abandoned in a mad scramble for survival and while the debacle has touched industry generally, the chaos in the electrical field has been pronounced.

Our Association, representing the electrical contracting branch of the industry, midway in the depression, adopted Trade Practice Conference rules hoping to stem the tide of demoralization, but we are up against human nature in the raw. Ethical methods of competition have been abandoned. Inferior workmanship and shoddy materials have been employed to offset contractual losses. Construction on public work amounting to millions, has been blindly snatched from the grab bag with tremendous losses.

Our responsibility at this Convention is to re-dedicate ourselves as individuals to a re-establishing of the ideals for which the name Electragist stands—in this cause this report is a call to arms.

During this period the distributor, manufacturer and central station have failed to excite an unusual amount of admiration by their practices, some of which have become alarming.

Many distributors have lost their sense of proportion. Indiscriminate distribution now seems a settled policy. As the contractor-dealer's purchasing power diminished the doors of jobber's warehouses have been thrown open to all who cared to enter. As the demand for standard approved wiring material slackened, wholesalers offered non-standard, unapproved merchandise, whose only recommendation is price appeal. Credit gambling has become the thrill of the era. The morality budget among contractors has been more than balanced by the cultivation of a new crop.

The manufacturing branch of the industry seems demoralized. No pro-

gram of merit suggesting an approach toward breaking down existing market stagnation has emanated from this source. Courage and resource has been lacking. Plans submitted for a practical depression drive, which seemed to promise results, were reluctantly rejected. With opportunity at its disposal this group has made little progress toward simplification in wiring materials, although the responsibility is marked.

Business conditions and the industry's tribulations have not left central stations untouched. While most operating companies have avoided the use of red ink, they have the growing problem of retaining public and industry goodwill. Rate reduction demands are pressing, and while intelligent rate adjustments usually prove good investments, lowered rates under present conditions would impair common stock dividends and be most unpopular with holding companies.

THE Industry charges the utility with many of its troubles. Retailers complain about unfair competition, maintaining that protected revenues are used to absorb merchandising losses and turn to legislation for the cure. Contractors insist that high energy rates are a barrier to adequate wiring and protest the existence of power company wiring and repair departments. Jobbers contend that holding company control has resulted in national buying for syndicates, wiping out a large part of their volume. Manufacturers admit their helplessness in relation to industry co-operation, because of the domination of the utility groups who are in a position to dictate their policies.

If the foregoing is anything like the situation today in the Industry, then the need for house cleaning is not open to argument. While it may be presumptuous for the Trade Policy Committee to initiate steps toward a remedy, the following points are raised for Industry consideration:

National Electric Light Association  
(Please turn to page 61)

# "Take Advantage of Things As They Are"

**D**URING the quarter century I was actively engaged in the electrical supply jobbing business it was my consistent complaint that the position of the electrical retailer was not receiving at the hands of the industry the consideration its importance demanded. It is true that in the early days of electrical merchandising, the average electric shop was not a thing to inspire respect and admiration. Neither, if one may judge by their photographs, were the early establishments of some of the present manufacturing giants of our industry. It is equally true that not every electrical contractor was by temperament or by training fitted to become a successful merchant. This did not justify our decision, however, that the businesses of contracting and retailing were necessarily repugnant to each other and could not be successfully combined, or that the retailing of electrical merchandise could be carried on at a profit margin of half what was required by retailers of other commodities. The lapse of years has not caused me to revise the opinion that the contractor-dealer was the logical outlet for electrical merchandise, and that we made the mistake of stunting the outlet in its infancy by undernourishment and maltreatment.

**T**WENTY-FIVE years ago, the appliances of merchandising lines were represented largely by the electric fan, the flat iron and the flashlight, followed at intervals by the chafing dish, the toaster, the curling iron, and allied devices. Up to that time the principal electrical products handled by jobbers and contractors had been wiring material, the discount on whose list prices had been unimportant, so long as the contractor felt that he was getting as favorable terms as his competitors. With the growing popularity of appliances, however, the importance of discounts in relationship to overhead soon developed, and there ensued a continuous battle between the dealer on the one hand and the manufacturer on the other for greater and greater spread between the dealer's cost and his selling prices with a great amount of ignorance

on both sides as to the actual cost of retailing electrical or any other appliances. The inability of the contractor-dealer to perform successfully on inadequate compensation had two important results, namely, that the electrical dealer was driven from the field with the stigma of failure as a merchant, and that the manufacturer turned his attention to non-electrical outlets, notably the department store, the hardware store and the druggist. Here again ensued two very definite results: first, the manufacturer was forced to concede a wider spread of discounts, and, secondly, the quality of electrical devices started on a downward trend.

**A**T this juncture the central station began to take a prominent part in the picture. I hold no brief for the central station's activity in merchandising, but it is my firm conviction that this activity saved the day for the manufacturers of quality products. From the first, the operating companies stood for excellence in household appliances, and retrieved the rapidly disappearing market for devices having something besides cheapness to recommend them. Not only this, but the injection of adequate capital, competent merchandising men, and skilful advertising into the situation soon developed the public taste for these commodities to a degree that could not have been attained in years by any other interest. The exploitation of the business by the central stations, and the consequent popularizing of the lines, has worked to the benefit of everyone engaged in the industry. As a by-product of the lighting company's liberal advertising programs, not only has its own sales grown to mammoth proportions, but this growth has been reflected in the sales volume of the entire industry.

We have become accustomed, in recent years, to vigorous protests on the part of various non-electrical dealers, against what they are pleased to term the unfair competition of the power and light company in the merchandising field, though few, if any, specific in-

(Please turn to page 61)



By  
**W. R. Herstein**

Memphis, Tenn.

Non-electrical competition calls for the contractor-dealer's intelligent tie-in with the power company and other industry groups



## More Men Out of Work (Continued from page 51)

So are gold bricks.

Cheap to the maker but—O, how expensive to the man who pays!

\* \* \*

But I am not talking right now about the household sizes of Japanese lamps: I'm talking about Christmas-tree lamps. I'm talking about the type of lamps these three hundred out-of-work workers in Buffalo used to make before you dealers decided to give their jobs to the Japanese.

In normal times the Japanese shipped about twenty million miniature lamps a year into this country—sometimes a few less, sometimes a few more. This was natural. There are always a certain number of cut-price merchants and a certain percentage of shoddy-goods buyers who everlastingly whittle price and wholly forget profit and value. So long as there is any commerce at all in the world we shall have to put up with these cheapsters. They are an annoyance, not a menace. Their volume of business is small, their actual influence is nil, their sub-price squawking has no more real effect upon normal business than the wailing of a Patagonian pappoose. In this matter of Christmas-tree lamps, the Cheap Johns have been selling the Japanese product for years and years and years—always about the same amount—always without affecting the sale of the American-made product in any appreciable measure.

Then—whango!

You all go boary-eyed with price panic. You grab up the soiled banners of the commercial ne'er-do-wells and join the cut-price parade. It is a pitiful spectacle—the country's merchant princes, retail establishments of fine traditions and honored names, wholesalers of keen sensibilities and sound ethics—all gone bug-house and participating in a price riot.

And why?

I interviewed a man who had just made the rounds of the more important distributors of Christmas-tree lamps. He had visited wholesalers, retailers, department store syndicates, chains. They all said the same thing:—

"We know these imported lamps are inferior. We know the public will buy just as many standard-price American made lamps. We know we can't make money on the cheap stuff—more likely we'll lose money. But, you see, our competitors are selling 'em and so we've got to."

That's their whole answer.

Somebody had started the slash price parade so—whoops!—they all joined in.

\* \* \*

At a loss.

The wholesaler loses. The retailer loses. The public loses. And *the American workman loses his job.*

That's the tragedy of this situation—the American workman losing his job without rhyme or reason or profit to anyone except our beloved little yellow brethren and sistern in Japan.

A damned shame, I call it.

A shame upon those who unnecessarily and without even the cold and selfish excuse of personal profit add so many hundreds more Americans to the miserable army of the depression's unemployed.

What, if anything, can be done about it?

I don't know.

But I do know this, that the money which readers of this article take in for Japanese Christmas-tree lamps at the coming anniversary of the birth of Christ will not give them much satisfaction.

## WHITWELL on Dealer Financing

To the Editor:

We agree with you that the financing of appliance sales by small dealers is one of the most important problems which face our industry at the present time. Failure to satisfactorily solve it has been a very real obstacle in obtaining better retail distribution of gas and electrical equipment through dealer outlets. We do not agree with you, however, that the problem is one which the utilities alone should be required to solve and we do not believe that the best answer lies in an arrangement whereby the utilities carry dealer paper on appliances which are easily portable and/or retailed at relatively low prices. With regard to equipment which is more or less permanently installed in the customer's premises, we are not convinced that the problem is best answered by the utility carrying the paper. Several of the utilities in Pennsylvania are carrying paper on these permanently installed devices, most of them largely as a matter of experiment, and when we have had more experience we will be able to reach some definite conclusions with respect to this practice.

It is our belief that in studying the broad problem of a wider distribution of appliances there are, in addition to the dealers who actually sell the goods, at least four other interested parties, namely: the

manufacturers of the equipment, the wholesalers or jobbers, the financial concerns which normally are in the business of lending money, and the utility companies. While the interest which each of these parties has in any particular appliance differs in detail, it is the same to the extent at least that through its sale each party will profit in some manner. This being the case it seems to us that there should be some way in which the burden of financing can be equitably distributed among these interested parties, perhaps on a basis which reflects the degree of profit obtained by each party. We feel that it is certainly true that when the utility alone carries the burden, the manufacturers, the jobbers, financial establishments and even the dealers themselves are being improperly relieved of a legitimate share of the cost of appliance distribution.

Undoubtedly, this problem is more acute in connection with the so-called small dealers than with the larger outlets. It is undoubtedly true that certain smaller dealers need and are soundly entitled to financial aid. Others do not need the assistance; many are not economically entitled to it. In addition, there is no small number of dealers who do not want it, due to the fact that they depend for the furthering of their business upon their contacts resulting from installment buying.

Perhaps these few thoughts are not particularly constructive. Certainly they are not constructive to the extent of presenting a definite plan which will adequately distribute this financing burden among the interested parties. Possibly the best first step would be joint consideration by representatives of the interested groups.

At present the situation is decidedly unorganized. Some manufacturers offer financing helps to certain dealers under specific conditions. Some jobbers have heavy contingent liability due to financing of both dealer and customer paper. A number of established financial institutions carry paper, dealing directly with the dealers or through some other arrangement involving the utility, the jobber or the manufacturer. The financing practice among utilities varies between rather great extremes. Some of the foregoing arrangements are based solely upon relatively large profits from the financial operation. Others go to the length of actually conducting financing at a loss. Would not joint consideration of the problem by qualified representatives of the interested groups be a proper first step toward the development of a sound, workable and consistently applicable plan?

Geo. E. Whitwell

Chairman  
Penna. Utilities  
Merchandising Committee

# *Paint Brush* **FRUIT** *Stays Pretty*



*A PROBLEM of refrigerator salesrooms is display. Undoubtedly fruit and vegetables form the proper motif. However, real fruit perishes and wax fruit is unconvincing. R. J. Cooper, Jr., Chicago distributors for General Electric refrigerators, cut the Gordian knot by introducing modernistic homemade fruit. Paper mache watermelons were given hues that the real article would envy. Cabbages were made with ruffle or two of cardboard, and rubber balls, colored red, were used as tomatoes, and yellow, as lemons. Such a window can be made cheaply.*



*After Five Years .. Still the*  
**STANDARD OF**



ONE OUT OF THREE

# EXCELLENCE

*.. and lowest in cost!*

**B**ORN OF RESEARCH, correct in design, proved in service—the General Electric Monitor Top Refrigerator sets the standard of refrigeration excellence. Born a leader, it continues a leader. Today, one out of every three homes with modern refrigeration has a General Electric Monitor Top. This public preference is of utmost value to General Electric retailers.

In more than five years service all over the world, under all conditions and in all climates, the Monitor Top has achieved a performance record unmatched in the industry. It is universally recognized as the finest refrigerating mechanism ever produced. Outstanding in its simplicity, it employs principles so sound that the Monitor Top mechanism continues basically unchanged year after year.

## *The New G-E JUNIOR*

Supplementing the famous Monitor Top line are the new conventional models of General Electric Junior. Including many of the same features, and backed by Monitor Top prestige, the G-E Junior is the outstanding value of the low-price field. It has met prompt acceptance among those to whom original price is most important today.

General Electric retailers have a *complete* line to offer—with available terms as low as \$7 down and \$7 a month.

General Electric Company, Electric Refrigeration Department, Section DE11, Hanna Bldg., 1400 Euclid Ave., Cleveland, Ohio.

**GENERAL  ELECTRIC**  
ALL-STEEL REFRIGERATOR

  
**JUNIOR**



**IS A GENERAL ELECTRIC**



# At their DESKS

*Things are happening fast in the appliance industry and these merchandising executives have been figuring in the news*



COLE AND QUINN

To his responsibilities as distributor for G. E. refrigerators in the New York area, Rex Cole (left) has added ranges, dishwashers, washers and ironers. He is shown talking over the sales situation with vice-president T. K. Quinn of General Electric.



FRANK

This is the busy season for Don M. Frank, advertising manager Williams Oil-O-Matic Heating Corporation. Oil burner sales are booming and the trade seems to like the new line of conventional model Ice-O-Matic refrigerators.

NEWELL

"We are enjoying a nice increase in business, thank you" says H. W. Newell, vice-president in charge of sales for Frigidaire. Mr. Newell gave the refrigeration industry something to think about recently when he announced a Frigidaire at \$112 plus freight.

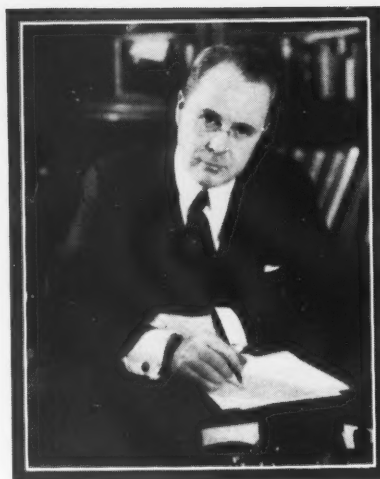


GIBSON

C. J. Gibson, president, Gibson Electric Refrigerator Corporation, is never far away from his desk. The company celebrated more than 50 years in the refrigeration business by ending their present fiscal year with an 800 per cent increase in sales.

MILES

Pierre L. Miles, sales manager, Edison G. E. Appliance Company, and new chairman, Electric Range Section, N. E. M. A., is in the middle of the battle for fall range sales.



COSGROVE

Already holding down the job of manager, refrigeration division of Westinghouse, R. C. Cosgrove has recently been placed in charge of the company's domestic air conditioning activities.

## *A 4-Group Proposal* (Continued from page 54)

to outline definite national policies concerning—

- a. Its contractor and dealer relations.
- b. Its support of the National Electrical Code and of orderly industry procedure.
- c. The subscribing of its member companies to such policies.

Local Utility Companies to sponsor closer relations with contractors and dealers with a view to—

- a. Mutual understanding on wiring policies and standards.
- b. Mutually acceptable plans for the promotion of range and water heater sales.
- c. A permanent conference program to create and maintain future relationships.

National Electrical Manufacturers Association to inaugurate a satisfactory conference arrangement to provide—

- a. Mutual study and understanding on codes, standards and legislative programs.
- b. Cooperative study of marketing problems.

- c. Constructive campaign toward simplification of wiring materials.

National Electrical Wholesalers Association to work for better understanding on policies of distribution, particularly—

- a. Arrange for studies of changing distribution conditions affecting jobber and contractor-dealer.
- b. Correct unfair credit policies which place a premium on incompetency and financial unreliability.
- c. Cooperate in an effort to purge the market of sub-standard and unapproved materials and devices.

Association of Electragists, International, to continue a militant attitude toward all trade abuses, and to direct its fullest support to all constructive measures for sound industry cooperation, by—

- a. Urging contractors and dealers to recognize the fundamental economy underlying the established channels of distribution.
- b. Recommending the adoption of such protective measures as sales control

ordinances, quantity surveys and approval bureaus.

- c. Influencing the passage of legislation to prevent bid peddling on public work.
- d. Maintaining an untiring struggle to defeat onslaughts now being directed against the integrity of the National Electrical Code.
- e. Prevailing upon the other groups in the Industry to abandon such practices as customer competition, indifference to trade relations, credit abuses and the promotion of sub-standard materials.
- f. Promoting the ideal that the branches of the Industry are inter-dependent and that enduring benefits can materialize only by an acceptance of this principle.

The Association of Electragists, International, does not afford a staff of technical experts and does not have the means to sponsor the studies suggested in this report, but among its members are many who will welcome an opportunity to follow Industry leadership and who will count their time and effort expended as a worthwhile contribution.

## *"Take Advantage of Things as They Are"* (Continued from page 55)

stances of unfairness have been exposed—the claim that it is unfair apparently being supported chiefly by the fact that it exists at all. Legislative enactments have been sought, and in some cases obtained, against this supposed illegitimate competition. It is reasonable to assume that the proponents of this agitation have in mind the belief that if, now, the power companies are excluded from the field, the retail interests will fall heir to the volume of sales which the power companies have built up. In my opinion, this is a false hope. I believe the business created and enjoyed by the central station will simply disappear, and even the volume resulting to the retail trade in general as a by-product of central station publicity will be considerably impaired.

These conditions, where they are sufficiently grave to disrupt the traditional friendship existing between the operating and the contracting branches of the industry, are doubtless due not to intentional wilfulness upon the part of the responsible heads of operating companies, but to their neglect or oversight in curbing the activities of ambitious merchandise managers, who, in the heyday of good times prior to 1929 allowed their limited authority to go to their heads, and did not hesitate to rule with an iron hand all manufacturers and jobbers operating in their districts and seeking their business. The tyranny of these petty despots over jobbers, manufacturers and retailers has been the most potent factor in the revulsion of feeling which later manifested itself in legisla-

tion designed to curb them and their employers.

The business of merchandising electrical devices requires persistent advertising and constant sales effort. The ordinary retailer such as the furniture, drug or hardware dealer, as well as the department store, has so many lines to exploit that he cannot give his electrical line the special attention it requires. The small electrical dealer is too limited in capital to do this.

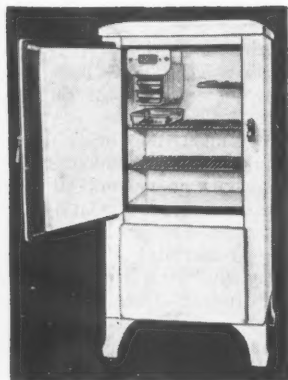
The inference seems to be sound, therefore, that intelligent cooperation in a given community will make for the best interest of the industry as a whole, with resultant benefits to each individual member, and in this connection, it might be well to point out that the majority of utilities prepare their merchandising campaigns months in advance. Usually a yearly calendar is prepared, designating for each separate month some specific device which will be exploited. In many localities, wholesalers and retailers join their efforts in this activity. Where this is not being done, I recommend that it be given serious consideration. Copies of the central station's yearly calendar are, I understand, available to all interested parties. Indeed, in a recent survey conducted by the National Electrical Wholesalers Association, the interesting fact was developed that the operators, as a whole, would welcome concerted action by the local jobbers, looking to the initiation and direction of monthly campaigns by the jobbers themselves, with the assurance of complete cooperation

by the utilities, and, by inference, by the retailers also. Here, it seems to me, is an opportunity fraught with great possibilities for the jobber, and which I am sure his national association will strenuously encourage. As a logical sequence, a tie-in by the third member of the triumvirate—the contractor-dealer—would offer opportunity to participate in the benefits of the campaign at a very modest expense of time, money and effort.

The electrical contractor-dealer has long since reconciled himself to the competition of the non-electrical store. No longer does he hope, or even wish, to have a monopoly of the field, realizing that the exploitation and popularizing of his specialties is a very large task, and that he will gain more by the cumulative efforts of many competitors than he could possibly accomplish within his own ranks. The non-electrical opponents of power-company merchandising might as well adopt this attitude themselves. These companies are rendering the industry a service which if discontinued, would be missed, as much by this class of retailer as by any other. Whatever may be said of the practice, its good features should be recognized and capitalized intelligently, and not combated. Adverse legislation may embarrass the central stations, but we have abundant proof that legislating against natural processes and attempts through politics by an interested minority to forcibly change the habits, wishes and customs of a nation, are seldom successful in the end.



# Review of



## New Kelvinator Refrigerators

Kelvinator Corp., Detroit, Mich.

Models: R-42 and R-64.

Capacities: R-42, 4.18 cu.ft. food storage; 3 shelves; 2 ice trays, 42 cubes; R-64, 6.37 cu.ft. food storage; 4 shelves; 3 trays; 63 cubes.

Special Features: Automatically controlled 3-zone cold; 8 freezing speeds; constant refrigeration while defrosting; porcelain cooling unit; floating mechanism; round bar shelves, rubber supports.

Finish: 1-piece porcelain interior, rounded corners; lacquer enamel exterior.

Price: R-42, \$112; R-64, \$149.—*Electrical Merchandising*, November, 1932.



## Lanco Egg Steamer

Lanco Mfg. Co., 2401 Chestnut St., Philadelphia, Pa.

Device: Automatic egg steamer.

Description: Steams 1 to 4 eggs at a time; quantity of water put in steamer automatically controls cooking; 5 in. diameter; 6 in. high; 250 watts.

Finish: Green, blue, ivory porcelain base; chromium top.

Price: \$1.95.—*Electrical Merchandising*, November, 1932.

## Son-Chief Heating Devices

Son-Chief Electric, Inc., Winsted, Conn.

Device: Heating pad.

Description: Double thermostat control; Bakelite 3-heat switch; double thickness of heavy blanket inner-lining; silk corduroy outer cover with air pockets for quick heat-up; rubberized slip cover included; Chinese red, gold and black.

Price: \$3.95.

Device: Vibrator type massaging appliance.

Description: 7 applicators for reducing, face, scalp, body, gum massage, modulating lever. Turquoise blue Jewelite.

Price: \$4.95.—*Electrical Merchandising*, November, 1932.

## Pep-Aire Humidifier

H. M. Sheer Co., Quincy, Ill.

Device: Portable humidifier.

Description: No heating element; over size motor; air is drawn in through lattice screen grating at top, passed through film of water which filters and cleans, through vapor chamber where it is saturated with moisture and expelled. 14 in. diam.; 12 in. high.

Price: \$18.50.—*Electrical Merchandising*, November, 1932.



## Improved Conover Dishwasher

The Conover Co.,

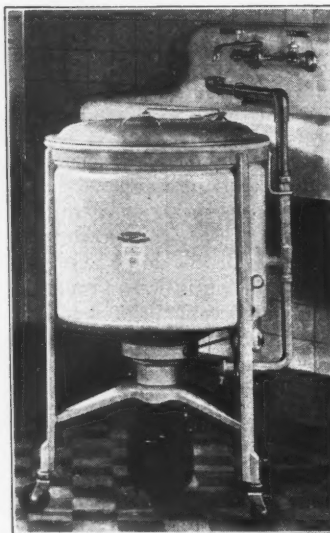
140 S. Dearborn St., Chicago, Ill.

Device: Model B-3 for small, average sized families.

Special Features: Standard design swinging metal arm for filling and emptying, replacing former rubber hose system.

Finish: Light green porcelain enamel, gray lacquer trim; aluminum cover.

Price: \$98.00.—*Electrical Merchandising*, November, 1932.



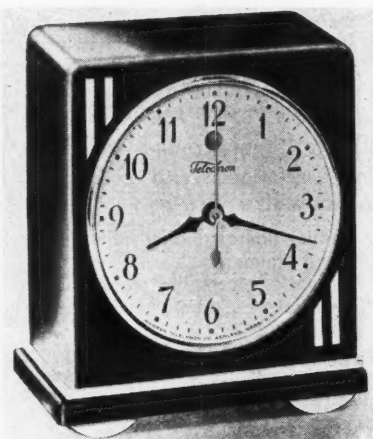
## Westinghouse Cleaner

Westinghouse Electric & Mfg. Co., Mansfield, O.

Device: "Silver Special" stationary brush, floor cleaner.

Special Features: 16 in. nozzle adjustable for cleaning any rug thickness; handle equipped with positive locking and tilting device; weighs 11½ lbs.; antique silver finish.

Price: \$29.95.—*Electrical Merchandising*, November, 1932.



## Telechron Clocks

Warren Telechron Co., Ashland, Mass.

Devices: "Duke" table or desk model;

"Consort" kitchen or bathroom model.

Description: "Duke" molded black plastic case, gold-plated bezel, base and feet; 4½ in. high.

"Consort" chrome plated brass case; beetle molded bezel available in green, ivory or white.

Price: "Duke" \$3.95; "Consort" \$4.75.—*Electrical Merchandising*, November, 1932.



## New Eureka Cleaner

Eureka Vacuum Cleaner Corp., Detroit, Mich.

Device: High-vacuum straight air cleaner with revolving, motor-driven brush.

Description: 14-in. nozzle can be adjusted for rugs of different thicknesses; revolving brush can also be adjusted without removing from nozzle; tilting device makes it possible to tilt nozzle and ride cleaner on two rear wheels; rubber-tired wheels; rubber bumper on nozzle; extra large bag and patented steel spring opening.—*Electrical Merchandising*, November, 1932.

## Torrid Urn Set

The Beardsley & Wolcott Mfg. Co., Waterbury, Conn.

Devices: P9390 "Devon" percolator set; 9-cup capacity; cold water type element; 450 watts; percolator 12½ in. high, 17 in. tray; chromium.

P9590 "Devon" pattern urn set; 9-cup capacity; cold water type element; 450 watts; urn 13 in. high; 19 in. tray; chromium.

Prices: P9390 \$18.95; P9590 \$21.75.—*Electrical Merchandising*, November, 1932.

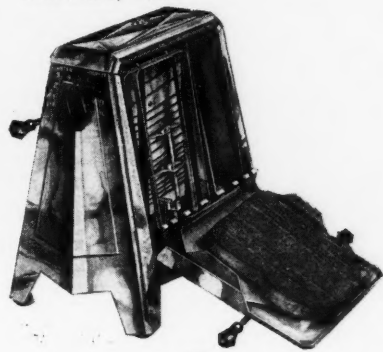
# NEW Products

## Proctor Toaster

Proctor & Schwartz Electric Co.,  
7th & Tabor Rd., Philadelphia, Pa.  
Device: 2-slice, automatic "Glow-Cone"  
Toaster.

Description: New tripping turn-over  
device; adjuster knob on control dial  
regulates setting of thermostat to  
give any degree of toasting from  
light to dark, also cuts off current  
when turned beyond extreme low-heat  
marking; chromium plated; 7½ in.  
high; 500 watts; a.c. only.

Price: \$5.95.—*Electrical Merchandising*,  
November, 1932.



## Scott & Fetzer Hand Cleaner

Scott & Fetzer Co.,  
W. 114th St. & Locust Ave.,  
Cleveland, O.

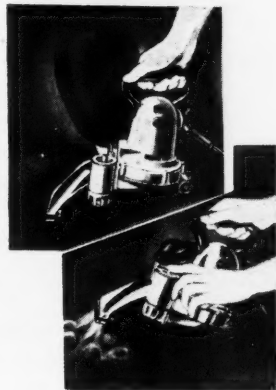
Device: Combination hand cleaner, moth  
destroyer.

Brush: Stationary brush on nozzle.

Weight: 4 lb. 7 oz.

Special Features: 2-position nozzle ad-  
justment makes it possible to clean  
or to destroy moths without extra  
attachments or application of de-  
mothing compounds. In the lower  
position cleaner develops strong suc-  
tion through nozzle; built-in crystal  
dispensing reservoir permits de-moth-  
ing operation without detaching bag  
of attaching accessories. Built-in bag  
emptying device: 9½ in. high; 11 in.  
long; 6 in. nozzle.

Price: \$17.50.—*Electrical Merchandising*,  
November, 1932.



## Frigidrink Water Cooler

Howol Co.,  
3232 Broadway, New York City  
Device: Combination water cooler and  
drip tray made of glass for use under  
freezing unit; fits all refrigerators.  
Description: Capacity, 14 glasses of  
water; equipped with refilling device  
that eliminates necessity of removing  
sealing cap; chrome plated faucet.  
Price: \$2.50.—*Electrical Merchandising*,  
November, 1932.



## Crosley Heater

The Crosley Radio Corp.,  
3401 Colerain Ave., Cincinnati, O.

Device: Combination thermostatically  
controlled, portable heater and fan.

Description: Thermostat turns heater  
on and off automatically to maintain  
desired temperature level; fan rotates  
at required speed when heating unit  
is in operation, to circulate warmed  
air throughout room; 13½ in. high, 9  
in. wide at base, 5 in. deep. 1,000-  
watt heater, 110 volts, a.c. Both units  
operated by single switch,—as a fan  
thrown up and as a heater thrown  
down. Equipped with screen protec-  
tion from heat, fan blades, handle.

Price: \$9.98.—*Electrical Merchandising*,  
November, 1932.



## Easy Washer

Easy Washing Machine Corp.,  
Syracuse, N. Y.

Device: Model 3-D, Damp-Dryer.

Special Features: Full capacity; Easy  
agitator; pump to lift all water; 2  
controls; filler hose and plates in-  
cluded; "Dual-Drainboard" swings  
into position for removing clothes  
from washer, Damp-Dryer or rinse  
tubs; quiet floated mechanism; wide  
open top.

Finish: Porcelain enamel.

Price: \$119.50.—*Electrical Merchan-  
dising*, November, 1932.

## Westinghouse Dector Mazda Lamp

Westinghouse Lamp Co.,  
150 Broadway, New York City  
Device: Mazda lamp for Christmas  
tree lighting.

Description: "Dector" feature is based  
on small quantity of Neon gas which  
produces glow when burnout occurs.  
Flame shape design, red, green, blue,  
orange, white coated or clear. F-6½  
bulb with regular miniature screw  
base, designed for series burning in  
strings of 8 sockets each, 100-25 volt  
circuits, a.c. or d.c.—*Electrical Mer-  
chandising*, November, 1932.

## GE Hotpoint Range

Edison General Electric  
Appliance Co., Inc.,

5600 W. Taylor St., Chicago, Ill.

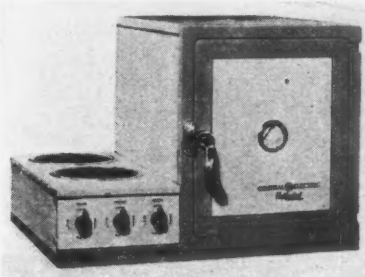
Device: Model R A 150 electric range  
for use in apartment house kitchen-  
ettes.

No. of Surface Burners: 2-1200 watt,  
6½ in. Hi-Speed Calrod units; (1,000  
watt open coil units may be sub-  
stituted if desired).

Size: 17½ in. high, 24½ in. wide, 19½  
in. deep; oven 12x14x14 in.

Special Features: Can be combined with  
other kitchen utilities; automatic tem-  
perature control; temperature indi-  
cator on door; a single 1200 watt  
open coil type unit in oven; available  
with either right or left hand oven.

Finish: White porcelain enamel, gray  
enamel, trim; chromium plated door  
handle.—*Electrical Merchandising*, No-  
vember, 1932.



## Gilbert Hand Cleaner

The A. C. Gilbert Co.,  
New Haven, Conn.

Device: Hand type, straight suction  
vacuum cleaner.

Description: Weighs 3 lb. 2 oz.; suc-  
tion nozzle equipped with rubber  
bumper; 18½ in. long 6½ in. nozzle;  
green bag, Gilbert motor and nozzle,  
gray, green wrinkle finish.

Price: \$6.95.—*Electrical Merchandising*,  
November, 1932.



## Walton Humidifier

Walton Mfg. Co., Inc.,

39 Central Ave., Newark, N. J.

Device: "Fragrant-Aire" humidifier,  
washes, scents air.

Description: Weighs 4½ lbs.; 6½ in. high,  
11 in. diameter; capacity 1 pt. water  
per hr.; GE, 110 volt, a.c. motor,  
uses energy equal to a 40-watt bulb;  
perfume available in 7 scents at \$2  
additional.

Price: \$25.—*Electrical Merchandising*,  
November, 1932.





# Review of NEW Products

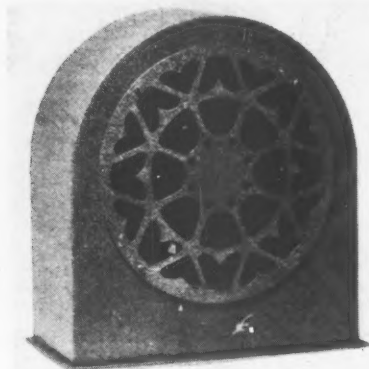


## Westinghouse Dripless Coffee Maker

Westinghouse Electric & Mfg. Co.,  
Mansfield, O.

**Description:** China base, heat-proof glass; 5 to 7 cup capacity; 13 in. high; chrome plated metal top; 800 watts.

**Price:** \$9.95.—*Electrical Merchandising*, November, 1932.



## Dumore Humidifier

The Dumore Co., Racine, Wis.

**Description:** Portable, equipped with Dumore motor, a.c. or d.c.; can also be used as ventilating or cooling unit; can be made a heating unit at slight extra cost.

**Price:** \$19.50.—*Electrical Merchandising*, November, 1932.

## Hotpoint Special Water Heater

Marketed by Mutschler Bros. Co.,  
Nappanee, Ind.,

Manufactured by  
Edison G. E.  
Appliance Co.,  
Chicago, Ill.

**Device:** One and three-gallon, thermostatically controlled, electric water heater.

**Description:** Calrod high-speed heating unit, 1,000 watt in 1-gal. heater, 1250 watt in 3-gal. heater; tank equipped with heat regulating thermostat which automatically maintains temperature of water.

**Finish:** Dark Ivory, black trimmed.—*Electrical Merchandising*, November, 1932.



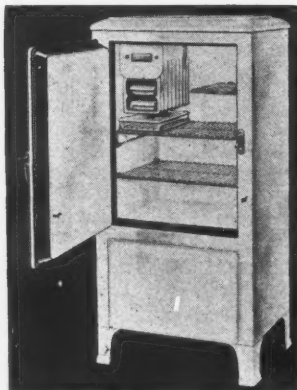
## Leonard Refrigerators

Leonard Refrigerator Co.,  
14260 Plymouth Rd., Detroit, Mich.

**No. of New Models:** 10—6 lacquer exterior and 4 all porcelain models.

**Capacities:** 4 to 7½ cu.ft. in the lacquer models and 4½ to 9½ cu.ft. in the all porcelain models.

**Special Features:** Improved "Len-A-Dor" foot pedal which opens door at touch of toe; control panel containing "Steady-Kold Defroster" which makes it possible to maintain ice-keeping temperatures while defrosting goes on, "Chill-om-eter" provides 8 freezing speeds; self-closing ice compartment door; all-porcelain cooling coil; "dairy basket"; bar-type shelves; telescoping upper shelf, one side slides



under other, providing additional room for tall bottles; soft molded rubber mat which fits snugly over raised surface top; broom-room legs; automatic interior light; vegetable crisper; Models L-752 and PL-952 equipped with vegetable bin and foot pedals for 2 doors; PL-952 equipped with "Cold Chest" in cooling coil assembly for fish, game, other perishable foods.

**Finish:** All models, seamless porcelain interior; 6 lacquer, 4 porcelain exterior.

**Price:** Model L-425, illustrated, \$112.—*Electrical Merchandising*, November, 1932.



## Sunkist Juniorette

Manufactured by the A. C. Gilbert Co.,  
New Haven, Conn.

Distributed by the California Fruit  
Growers Exchange,  
900 N. Franklin St., Chicago, Ill.

**Device:** "Sunkist" fruit juice extractor.  
**Description:** Weighs 5 lb.; aluminum strainer, ivory glass and bowl, beetle-ware shredder; Gilbert motor; Ivory, black and chromium trim.

**Price:** \$5.95.—*Electrical Merchandising*, November, 1932.

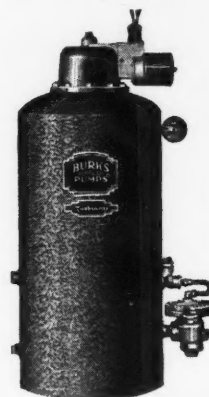


## Gilbert Clocks

William L. Gilbert Clock Co.,  
Winsted, Conn.

**Models:** 3 table, 3 mantle, 2 banjo, 1 clock-lamp, 1 kitchen.

**Description:** Synchronous, 60 cycle, a.c. 105-120 volts. Table models: No. 605, alarm model, black and nickel, 3 in. dial, convex glass; No. 414, silver and black square frame, 2-tone dial, unbreakable crystal, also available with alarm; No. 410, black modernistic base, square chromium case, 2-tone dial, unbreakable crystal. Mantle models: mahogany cases; 6 in. dials; 8½ and 9 in. high. Banjo models: 306, mahogany or rose, blue or green crystal case, 5 in. dial, 23½ in. long; 316 stenciled mahogany case, 30 in. long. Kitchen model, ivory, green, blue or rose, 5 in. dial. Clock-lamp model, black and chromium lamp base with clock inset; 2-tone dial, unbreakable crystal, 14½ in. high, 13 in. wide.—*Electrical Merchandising*, November, 1932.



## Burks Water System

Decatur Pump Co., Decatur, Ill.

**Device:** Turbine type domestic water system.

**Capacity:** 25 gal. tank; 400 gal. per hr.

**Special Features:** Positive air-volume control maintains proper air-water ratio automatically; hydraulically balanced pumping unit; pump and motor assembly hermetically sealed; motor operates through an extension fitting and cord to any convenient outlet; automatic pressure switch rigidly mounted adjacent to motor; 23 ft. suction lift; ½ hp. Emerson motor 60 cycle, 110 volt a.c.

**Price:** \$89.—*Electrical Merchandising*, November, 1932.

## Torrid Iron

Beardsley & Wolcott Mfg. Co.,  
Waterbury, Conn.

**Device:** F 5190 "Perfect Balance" automatic iron.

**Description:** Weight concentrated toward front; insulated heel rest; thermostat heat control; 660 watts, a.c. only; 9 in. long; 5½ in. overall height.

**Price:** \$4.95.—*Electrical Merchandising*, November, 1932.

*Electrical Merchandising*, November, 1932

# NOT SINCE 1922

## HAVE YOU HELD A TRUMP CARD LIKE THIS

# The Hammond Electric Bridge Table that SHUFFLES and DEALS!

Never since the days when the first radios packed a marveling public six deep in the aisles and split an untapped market wide open, has there been a "natural" like this one!

An *electric* bridge table that shuffles the deck and deals the cards—it's *here*—1932's answer to the demand for an item

- with sizzling *novelty* and gift appeal
- ace-high display value
- unlimited traffic-building potentialities
- and a mass market with a ready-made demand!

Different? Emphatically YES!  
But not—not a "gadget"!

Instead—a *beautiful* piece of furniture—a *precision* electrical instrument—engineered to the highest standards and guaranteed by The Hammond Clock Company.

And priced (at \$25.00) for the *millions* who play bridge!

What does it do? Everything but bid, play and keep score! It shuffles the used deck—deals the cards swiftly, evenly and surely to the four players—speeds the game; adds enjoyment.



Looks like the usual expensively made bridge table. Framework walnut finish, padded top—sturdy non-wobble legs. Standard Models retail at \$25.00. De Luxe Model, with many trimmings, sells for \$40.00

In your window it will pull crowds—in your aisle it will build sales—for itself—for other merchandise. An ace for the Christmas trade, the Hammond Electric Bridge Table is being currently advertised to the public in national periodicals.

Wire or phone for full details—*now!*

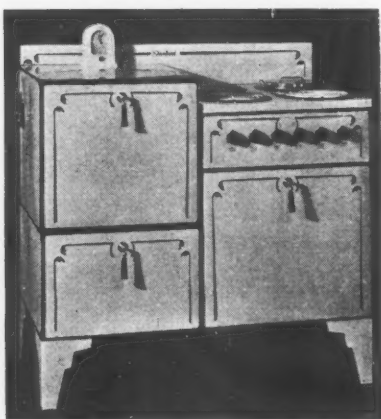
**THE  
HAMMOND CLOCK  
COMPANY**

2915 N. Western Ave., Chicago, Ill.

World's Largest Manufacturers of  
Quality Electric Clocks



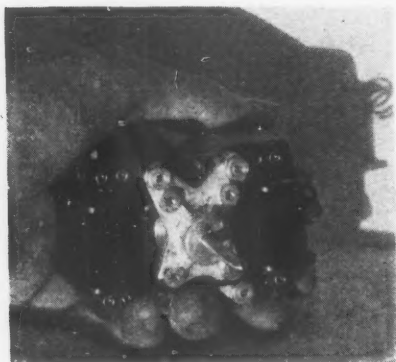
# Review of NEW Products



## Standard Range

The Standard Electric Stove Co.,  
1718 N. 12th St., Toledo, O.

Model: No. 1436 range.  
No. of surface burners: 4 full sized burners or 3 burners and unit cooker.  
Sizes: Floor space 40½x21½ in.; 34½ in. to cooking top; oven 16x14x17.  
Special Features: Storage cabinet under oven; plate warmer and storage cabinet under cooking top; porcelain enamel lined oven; temperature control; automatic clock.  
Finish: Porcelain enamel.  
Price: \$139, without clock, without cooker. — *Electrical Merchandising*, November, 1932.



## Barcol Midget Motors

Barber-Colman Co., Rockford, Ill.

Device: Type YAK core-type motor of same general design as previous midget motors except it has 4-poles and runs at approximately half the speed. Suitable for driving pumps, advertising devices, fans for cooling and heating.

Description: Synchronous speed is 1800 r.p.m. as compared with 3600 r.p.m. of previous models; no-load speed 1700 r.p.m.; delivers 0.0035 hp. at 1300 r.p.m. at full load with an input of 23 watts at 115 volts; starting torque 2/10 of a pound inch. Outside dimensions 3x2½x1 in. — *Electrical Merchandising*, November, 1932.

## Westinghouse Mixer

Westinghouse Electric & Mfg. Co.,  
Mansfield, O.

Device: Westinghouse food mixer.  
Attachments: Juice extractor; double beater; single whipper; 3-qt. and 1-qt. bowl.

Special Features: Portable mixer detachable for use at stove; self-adjusting beaters; tilts back from bowls; 14½ in. high; 1/9 hp. motor. — *Electrical Merchandising*, November, 1932.

## New Universal Ranges

Landers Frary & Clark,  
New Britain, Conn.

Models: 2 "Table Top" popular priced models, No. 5743, No. 5746; 2 improved cabinet models, No. 5593, No. 5546.

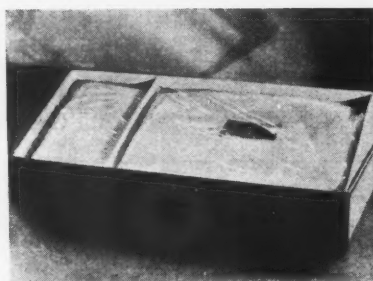
No. of Surface Burners: No. 5743—3 burners: 2-6½ in. 1200 watts, 1-8½ in. 1800 watts. No. 5746—4 burners: 3-6½ in. 1200 watts, 1-8½ in. 1800 watts. No. 5593—3 burners: 2-6½ in. 1200 watts; 1-8½ in. 1800 watts. No. 5546—4 burners: 3-6½ in. 1200 watts; 1-8½ in. 1800 watts.



Sizes: No. 5743: Floor space 39½x27 in.; cooking top 38x23½ in., 36 in. from floor; oven 19x14x14 in. No. 5746: Floor space, 41½x27 in.; cooking top, 40x23½ in., 36 in. from floor; oven 19x16x14 in.  
No. 5593: Floor space, 40½x27 in.; cooking top 20½x23½ in., 33 in. from floor; oven 19x14x14 in. No. 5546: Floor space, 42½ in. 27 in.; cooking top 20½x23½ in., 33 in. from floor; oven 19x16x14 in.

Special Features: Automatic oven heat control, Ruby signal; porcelain enamel oven lining; models 5743, 5746 equipped with utility drawer on rolls; economy cooker can be furnished in place of one surface unit on all models at slight additional cost; automatic timer, kitchen clock, condiment set also available at additional cost.

Finish: White with French gray and Chromium trim. — *Electrical Merchandising*, November, 1932.

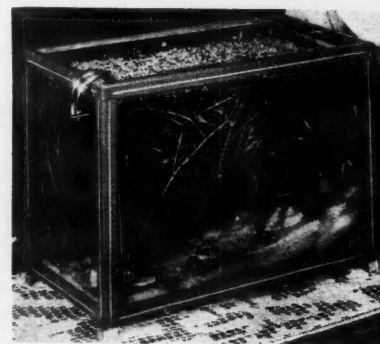


## Westinghouse Warming Pads

Westinghouse Electric & Mfg. Co.,  
Mansfield, O.

Devices: Warming pad: 3-heat switch; two non-radio interfering thermostats; 60 watts, 12x16 in. Warming pad set: one 3-heat, 60 watt pad, 12x15 in. and one single-heat, 30 watt pad, 6½x7 in. Large pad equipped with two non-radio interfering thermostats; both pads have rubberized moisture proof covers under elderrdown cover.

Price: Warming pad, \$4.95. — *Electrical Merchandising*, November, 1932.



## Westinghouse Aquarium Heater

Westinghouse Electric & Mfg. Co.,  
Mansfield, O.

Device: Automatic heater for tropical fish aquariums.

Description: Built-in-watchman thermostat automatically controls temperature; heater automatically cuts off current when water temperature inside aquarium reaches approximately 80 degrees. Heating instrument enclosed in small chromium plated, copper tube, 8 in. long with "on" and "off" switch; hooks over side; keeps 4 to 30 gal. capacity aquariums at correct temperature. — *Electrical Merchandising*, November, 1932.

## Buss Demonstration Stand

Bussman Mfg. Co.,  
University at Jefferson,  
St. Louis, Mo.

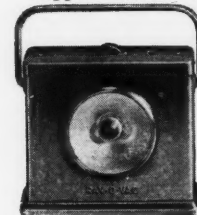
Description: Occupies 6x9 in. counter space; shows 3 Buss Lights—1 clamped, as on a bed; 1 hung as a wall fixture, 1 standing; solid walnut; given with purchase of a doz. Buss lights. — *Electrical Merchandising*, November, 1932.

## Ray-O-Vac Flashlights

French Battery Co., Madison, Wis.

Devices: Double duty lantern and spotlight flashlight.

Description: Lantern uses solid glass spot-bulb; powered by two Ray-O-Vac No. 2 standard size batteries; copper faced steel finish. 2-cell focusing type spotlight uses 2 Ray-O-Vac No. 2 batteries; 2-tone striped metal barrel; cadmium-plated fittings; octagonal head.



Price: Each. 39c. — *Electrical Merchandising*, November, 1932.

## Improved Mixmaster

Chicago Flexible Shaft Co.,  
Roosevelt Rd. & Central Ave.,  
Chicago, Ill.

Description: The new Mixmaster No. 2 in addition to its usual functions of mixing, whipping, mashing, beating, chopping food, grinding meat, juice extracting, etc., has been made non-radio interfering. It also has a special detachable feature which makes it possible to use at the stove to mix and beat while the food cooks.

Price: \$19.50. (Denver West \$20.25.) — *Electrical Merchandising*, November, 1932.

